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Rough Proofs

The makers of Prestone, Zerone and other anti-freeze products seem to have adopted very successfully the W. C. T. U. slogan, "Down with alcohol."

▼ ▼ ▼

Those belching smoke-stacks, pictured by McCann-Erickson as evidence of industrial activity, won't go over so well with power experts and others who think the place for coal is in the furnace and not in the air.

▼ ▼ ▼

Advertising allowances, conforming to the requirements of the Messrs. Robinson and Patman, are again being offered by manufacturers. Maybe it just takes practice to get the hang of the thing.

▼ ▼ ▼

Illinois courts have ruled that printing isn't a commodity, but a service. That's what the printers have been telling their customers right along.

▼ ▼ ▼

Just as the celebrators of Apple Week were hitting their stride, they ran slam-bang into the army of National Cheese Week adherents. About all the customers could get out of it was a soufflé.

▼ ▼ ▼

The apple and cheese propagandists should have got together on the popular platform, "Apple pie without cheese is like a kiss without a squeeze."

▼ ▼ ▼

All of these special weeks would be great if there were only a few more pages in the calendar. But you can't find more than fifty-two weeks even if it's a leap-year.

▼ ▼ ▼

Even though the *Maysville Independent*, of Maysville, Ky., had to leave out some of its pre-election editorials on account of advertising, Kentucky went for Roosevelt just the same.

▼ ▼ ▼

The legal aspects of advertising are emphasized in the courses provided in the new German advertising school. Maybe some of its graduates will find their best openings in the United States.

▼ ▼ ▼

The Toy Institute predicts that Santa Claus will deliver $215,000,000 worth of playthings the night of December 24. And in spite of all that heavy work, some people want to deprive Santa of his Christmas cheer.

▼ ▼ ▼

Those noble souls who insist it's sacrilegious to picture Santa Claus in the act of downing a few beers seem to have forgotten that Santa Claus is plenty old enough to take care of himself.

▼ ▼ ▼

Shakespeare was a good salesman, insists William Burrus. Certainly—they're still buying his stuff 300 years after he took the first order.

▼ ▼ ▼

Stuart Peabody's five-word summary of the election: "The people have spoken—wow!"

COPY CUB.

ATTACK ROBINSON-PATMAN ACT

Use of Cosmetic Demonstrators Hit in New Charges of Commission

Washington, D. C., Nov. 12.—Long established methods of promotion in the cosmetics field are hit by the Federal Trade Commission in complaints just issued under the Robinson-Patman Act. Four leading companies are charged with violation of the law through such practices as installing demonstrators in retail stores, paying salaries of retail salesmen and allowing commissions to clerks pushing their goods. Discriminatory advertising allowances and discounts are also alleged in some instances.

As with most of its previous complaints, the Commission is attacking business practices which, it alleges, favor certain customers of manufacturers to the exclusion of others. The ompanies named in the new complaint are Elmo, Inc., Philadelphia; and Bourjois, Inc.; Coty, Inc., and Hudnut Sales Company, all of New York.

The Federal Trade Commission charges that Elmo, "favors certain of its customers by placing in their respective places of business demonstrators of its toilet preparations and by paying the salaries of such demonstrators, without at the same time according such services to other purchasers on proportionately equal terms."

Fight on Demonstrators

The Commission is also attacking the alleged practice of this company in placing "hidden" clerks in certain retail stores not named in the complaint.

The charges against Elmo indicate the Commission's belief that the entire practice of supplying demonstrators is outlawed by the Patman measure.

Among charges against Bourjois are alleged discriminations by allowing a discount of 33⅓ per cent off list prices to independent retail customers buying up to $112.50; on all purchases of $112.50 and over an additional discount of 5 per cent, and an additional 5 per cent discount if the total volume of purchases reaches $500 at the end of the year. To chain stores, and to all dealers using demonstrators, Bourjois, it is alleged, allows a discount of 33⅓ per cent and an additional discount of 10 per cent. Bourjois, in addition, pays the salaries of demonstrators.

Another practice of which the Commission complained is the alleged payment by Bourjois to the clerks of a certain number of dealers of a bonus of 3 per cent to 5 per cent on sales of Bourjois goods. The Commission calls this "push money" and does not object to it as such, its objection being that it is not paid to all clerks of all competing customers.

Coty and its subsidiaries are also charged with similar discount ar-

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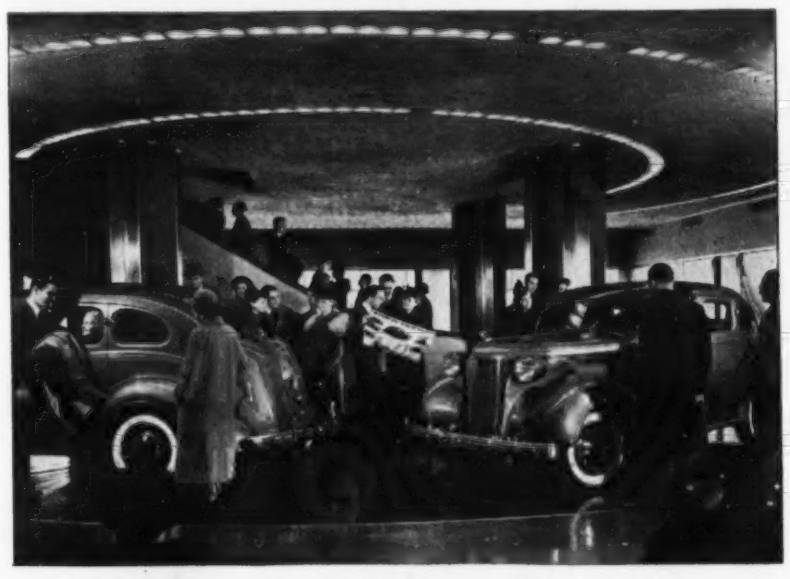
CROWDS FLOCK TO 1937 AUTO SHOW



Typical of the 1937 auto show, sounded off by the exhibits at the Grand Central Palace, New York, last week, this Chrysler salon view evidences sleek lines of the new cars presented. (Story on Page 49.)

'COPY CZAR', SELF REGULATION ARE ASKED OF MEDIA

Peabody Presents Concrete Plan of Action

Chicago, Nov. 12.—A concrete proposal for the establishment of a voluntary organization with an all-powerful czar at its head to regulate all advertising copy in publications was laid before the Chicago Federated Advertising Club today by Stuart Peabody of The Borden Company, New York.

There are several specific dangers threatening advertising as a result of the "clear mandate of the people" in the election, Mr. Peabody said, but the most potent threatening force is the public itself. Advertising men know that advertising is a constructive force, "but the public knows—and *we* know—that there are things in advertising which are wrong; and

(*Continued on Page 53*)

Government Export Policy to be Told at Chicago Meeting

New York, Nov. 13.—A glittering array of foreign trade experts will feature the 23rd National Foreign Trade Convention at the Stevens Hotel, Chicago, Nov. 18-20. A last minute addition to the program is Dr. Alexander V. Dye, director of foreign and domestic commerce, who is expected to indicate the general export policy to be followed by the administration during the next four years.

Another celebrity on the program will be Dr. James A. Dickey, director, Association of Sugar, Puerto Rico. Likewise, Dr. Edward E. Pratt, sales promotion manager for the export division of Chrysler Corporation, will tell of promotion of American goods in foreign markets.

F. F. Marshall, export manager, Montgomery Ward & Co., will preside at the Thursday afternoon session, at which J. E. Sitterly, publisher of *Importers Guide*, will describe the functions of export trade journals.

C. C. Coldren, vice-president of Quaker Oats Co., Chicago, will discuss exploration of world markets for food specialties and Frank B. Amos, of Maxon, Inc., will talk on household electrical specialties.

Last Minute News Flashes

Indicated Auto Show Lineage Gain Is 32 Per Cent

New York, Nov. 13.—With nine daily papers carrying 255,529 lines of automobile copy from Nov. 8-11, inclusive, the indicated gain over last year is 32 per cent. The daily average lineage in 1936 is 63,882, compared with 48,380 in 1935.

During the first four days, General Motors ran 126,888 lines; Chrysler, 38,141 lines; and Ford-Lincoln, 10,713 lines.

Alton Railroad Appoints Hays MacFarland

Chicago, Nov. 13.—Alton Railroad has placed its advertising account with Hays MacFarland & Co., Chicago.

Artists and Designers Get Union Charter

New York, Nov. 13.—American Federation of Labor has issued a charter to Commercial Artists and Designers Union, the first advertising group to affiliate with organized labor. Headed by James Holly, free lance, the union has 160 members. It will pay special attention to elimination of speculative work. American Advertising Guild, to be comprised of agency copywriters and production men, is in process of organization.

McNabb Made Art Director of Campbell-Ewald

New York, Nov. 13.—W. A. McNabb has been appointed art director of Campbell-Ewald Co., New York. He has been with the agency for seven years.

Unconstitutional, Say Kraft-Phenix, Ward in Their Replies

Washington, D. C., Nov. 12.—Constitutionality of the Robinson-Patman Act, with special reference to the controversial Section 2a, was challenged by Kraft-Phenix Cheese Corporation and Montgomery Ward & Co., Chicago, this week. Replying to charges filed by the Federal Trade Commission in October, the two companies, among other defenses, alleged that the Robinson-Patman Act violates the Fifth Amendment to the Constitution by depriving alleged violators of their property without due process of law. Ward also alleged violation of the Tenth Amendment, as well as Section 8 Article 1 of the Constitution.

Denial of the allegations of the Federal Trade Commission has also been filed by Shefford Cheese Company, Syracuse, N. Y., and Bird & Son, East Walpole, Mass.

Section 2a of the Robinson-Patman Act provides that it shall be unlawful for any person engaged in commerce to discriminate in price between different purchasers of commodities of like grade or quality where the effect of such discrimination may be substantially to lessen competition. It adds:

Provision for Differentials

"Provided, that nothing herein contained shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered."

It is on this paragraph that most of the respondents pin their faith.

Kraft-Phenix Cheese Corporation admits freely that it gives discounts for purchases of certain quantities, but contends that these discounts are sales promotion, rather than quantity concessions and are available to all retailers on like terms. But even if they should be regarded as the latter it insists, they are fully justified by the burden of service which is lifted from the company in such cases.

The Robinson-Patman Act, the reply of Kraft-Phenix continues, is unconstitutional because there is no reasonable relation between a mere discrimination in price within the terms of the act and any constitutional object sought by enactment of the law and because it represents an attempt by Congress to fix or regulate prices of products of a business "not dedicated to the public use and not affected with a public interest."

In any event, Kraft-Phenix contends, the Robinson-Patman Act does not apply to its business because the major portion of it is purely intrastate.

Method of Operating

Kraft-Phenix explains that because its products are perishable and semi-perishable, it is forced to render extraordinary service in the case of small buyers. To show all of the ramifications of this burden, it gives this picture of its operations:

"Several years ago the company caused to be organized its corporate subsidiary, Kraft Associated Distributors, Inc., a Delaware corporation, which now owns and operates in excess of 140 branch offices and warehouses located in various sections of the United States, at all of which the subsidiary carries a stock of cheese and cheese products manufactured

(*Continued on Page 49*)

MINNIE FROM MINNEAPOLIS SAYS.....

HOOPLA! The boss said I could have twice as much space this time and believe you me, I'm going to need it. I suppose you boys in Chicago are still yelping about that Northwestern-Minnesota football struggle. Gosh! I'm not over it yet. It's a good thing I've got something else to whoop and cheer about.

Did you see my picture in this magazine last week? How I loved those words! . . . The Minneapolis Star is now the Northwest's Largest Evening Newspaper. Can't blame me for being tickled about that, can you?

I've been telling you all along that The Minneapolis Star is growing. Now it steps out the largest evening newspaper up in these parts. Here's the box score, figures from the Publisher's Statements to the ABC showing net paid average circulation for the six months ending September 30, 1936.

CITY HOME DELIVERED

Star	60,072
Journal	44,027
Tribune, Evening	29,525
Tribune, Morning	23,155
Tribune (M&E)	52,680

TOTAL CITY CIRCULATION

Star	72,025
Journal	57,498
Tribune, Evening	40,848
Tribune, Morning	34,245
Tribune (M&E)	75,093

TOTAL CIRCULATION

Star	119,314
Journal	118,084
Tribune, Evening	68,777
Tribune, Morning	74,377
Tribune (M&E)	143,154

There ya be, boys! A responsive circulation covering a market where business is making cash tills clink louder than ever. And let me point out this . . . The Minneapolis Star, in addition to being the Northwest's largest evening newspaper, now has a larger total city circulation than any Minneapolis evening paper.

And this may be a surprise to you. The Minneapolis Star's city home delivered circulation is 16,045 more than the Journal's, and 7,392 more than the Morning and Evening Tribune combined. Yes sir, The Star is tops in the city home delivered field.

Another bit of Hoopla. The Minneapolis Star's city home delivered is not only the largest in town among the daily papers, but is more than the city home delivered of any Sunday newspaper up here.

Take a tip from little Minnie . . . concentrate on The Star for results in Minneapolis! Yours,

Minnie

Commission's Charges, Reply of Kraft-Phenix

Washington, D. C., Nov. 12.—The full text of the Federal Trade Commission's charges against Kraft-Phenix Cheese Corporation under the Robinson-Patman Act is as follows:

PARAGRAPH FOUR: In the course and conduct of its business as above described, respondent since Aug. 29, 1936, has discriminated in price and is now discriminating in price between different purchasers buying such products of like grade and quality for resale to consumers, by giving and allowing to some of its purchasers of cheese, cheese products and salad products lower prices than those given or allowed other of its purchasers competitively engaged one with the other in the resale of said products to the consumer within the United States. Said discriminations consist in the following:

Discounts Are Alleged

1. In connection with the offering for sale and selling of Kraft loaf cheese in five-pound boxes, in the granting of an allowance of a one-cent discount from the unit pound price set for lots of 5 to 29 pounds of such product for purchases in lots of 30 to 149 pounds; in allowance of a one cent per pound discount from the price set for lots of 30 to 149 pounds for purchases of lots from 150 to 749 pounds; in allowance of a one-half cent per pound discount from the price set for lots of 150 to 749 pounds for purchases of 750 pounds or over.

2. In connection with the offering for sale and selling of Kraft package cheese and cheese products, except loaf cheese:

(a) In the allowance of a 5 per cent discount on all specific purchases of such products amounting to $5 or more in which one delivery is required;
(b) In the allowance of a 5 per cent discount to all group purchasers contracting for $100 or more of such products per week, where store-door delivery is made and only one billing required.

PARAGRAPH FIVE: That the purchasers of such commodities from respondent, so bought and sold in interstate commerce, are in competition in the resale of such products to the consumer with other such purchasers are respectively located and engaged in business; that the effect of such discriminatory prices is to enable some of said purchasers to purchase such commodities at a lower price than competing purchasers can buy the same products, solely because of the variation of volume of resale trade done in such products by the different purchasers thereof.

May Lessen Competition

PARAGRAPH SIX: The general effect of said systematic discriminations in price, made by said respondent as above set forth has been or may be to substantially lessen competition or to injure, destroy, or prevent competition in the sale and distribution of cheese, cheese products and salad products, between the said respondent and other manufacturers and distributors of similar products engaged in interstate commerce, and also between the said favored purchasers of such products receiving such discriminatory prices and other unfavored competing purchasers of these products not receiving discriminatory prices; and the effect of said discriminations has been or may be to tend to create a monopoly in respondent in said line of commerce and also in the favored purchasers receiving discriminatory prices, in the resale of these products in different localities or trade territories in the United States in which such purchasers respectively operate.

Washington, D. C., Nov. 12.—The full text of Kraft-Phenix Cheese Corporation's reply to charges of the Federal Trade Commission under the Robinson-Patman Act is as follows:

PARAGRAPH TWO: Respondent admits that it sells and distributes its products to wholesalers and jobbers in commerce between and among the various states and the District of Columbia, but avers that the price differentials and discounts described in Paragraph Four of the complaint do not apply to sales to wholesalers and jobbers. Respondent alleges that all of its sales to retailers are made in local or intrastate commerce, with the exception only of a relatively few such sales which are made by it in interstate commerce in widely scattered trade areas.

No Continuous Current

Respondent denies that it causes said products to be shipped and transported from the respective places of origin or concentration thereof, located in various states of the United States, to purchasers of such products located in all states of the United States and the District of Columbia; and denies that there is or has been a continuous current of trade and commerce in said products between respondent's factories, processing plants, branch offices and distributing points and purchasers located in all of the states of the United States and the District of Columbia. Respondent admits that said products are sold and distributed for use, consumption and resale within all of the states of the United States and the District of Columbia.

Further answering, respondent alleges that the price differentials specified in Subparagraph (1) of Paragraph Four of the complaint are applicable only on the sale to retailers of processed cheese manufactured by the respondent and sold in five-pound loaves; that the discounts specified in Subparagraphs (2) and (3) of Paragraph Four apply respectively only to the sale to retailers of package cheese and package cheese products manufactured by the respondent, and of mayonnaise, salad dressing, mayonnaise products and salad dressing products (referred to in the complaint and in this answer as "salad products") manufactured by the respondent.

Discrimination Is Denied

PARAGRAPH FOUR: Respondent denies that since on or about August

(*Continued on Page 8*)

Begins Insulex Campaign

An extensive campaign has been launched in British Columbia and Alberta for Dry Insulex, product of Gypsum Lime & Alabastine Canada, Ltd. McConnell, Baxter & Eastman, Ltd., Vancouver, B. C., is in charge.

FLEMING HEAD OF INSURANCE ADVERTISERS

Chicago, Nov. 12.—Charles C. Fleming, Life Insurance Company of Virginia, Richmond, was elected president of the Life Advertisers Association at the annual meeting here today, succeeding D. Bobb Slattery, Philadelphia, who becomes *ex officio* member of the executive committee.

Cyrus T. Steven, Phoenix Mutual Life, Hartford, Conn., was elected vice-president; L. J. Evans, Northwestern Mutual, Milwaukee, secretary; and Karl Ljung, Jr., Jefferson Standard, Greensboro, N. C., treasurer.

Others elected to the executive committee were K. H. Mathus, Hartford; C. S. Davis, Philadelphia; M. S. Crockford, Toronto; T. M. Rodlum, Washington, D. C.; J. H. McCarroll, Des Moines, and W. T. Plogsterth, Fort Wayne.

Picks Best Copy

Equal awards for the best magazine advertising in Group 3, consisting of companies with $500,000,000 or more of insurance in force, were made to Penn Mutual Life, Philadelphia; Phoenix Mutual Life and Travelers, both of Hartford, Conn.

Best newspaper advertising was attributed to Lincoln National Life, Fort Wayne; Mutual Life of Canada, Waterloo, Ont., and Travelers, Hartford.

The same newspaper advertisers won awards for best insurance journal copy, with the addition of the Mutual Life of New York, there being a tie in this classification.

Winners of the most points in each group were awarded a sweepstakes prize. In Group 3, this went to the Travelers, Hartford; Group 2, to Northwestern National Life, Minneapolis, and in Group 3, to Excelsior Life, Toronto.

Gets Wilson Cleaner

Benson & Dall, Inc., Chicago, has been appointed by Wilson Chemical Company, Chicago, to handle advertising of the Wilson cleaner. Magazines, radio, and newspapers will be used. R. J. Dooley is the account executive.

Kendrick to Perry

R. S. Kendrick has been appointed manager of the Atlanta office of John H. Perry Associates, newspaper and radio representatives, effective Dec. 1.

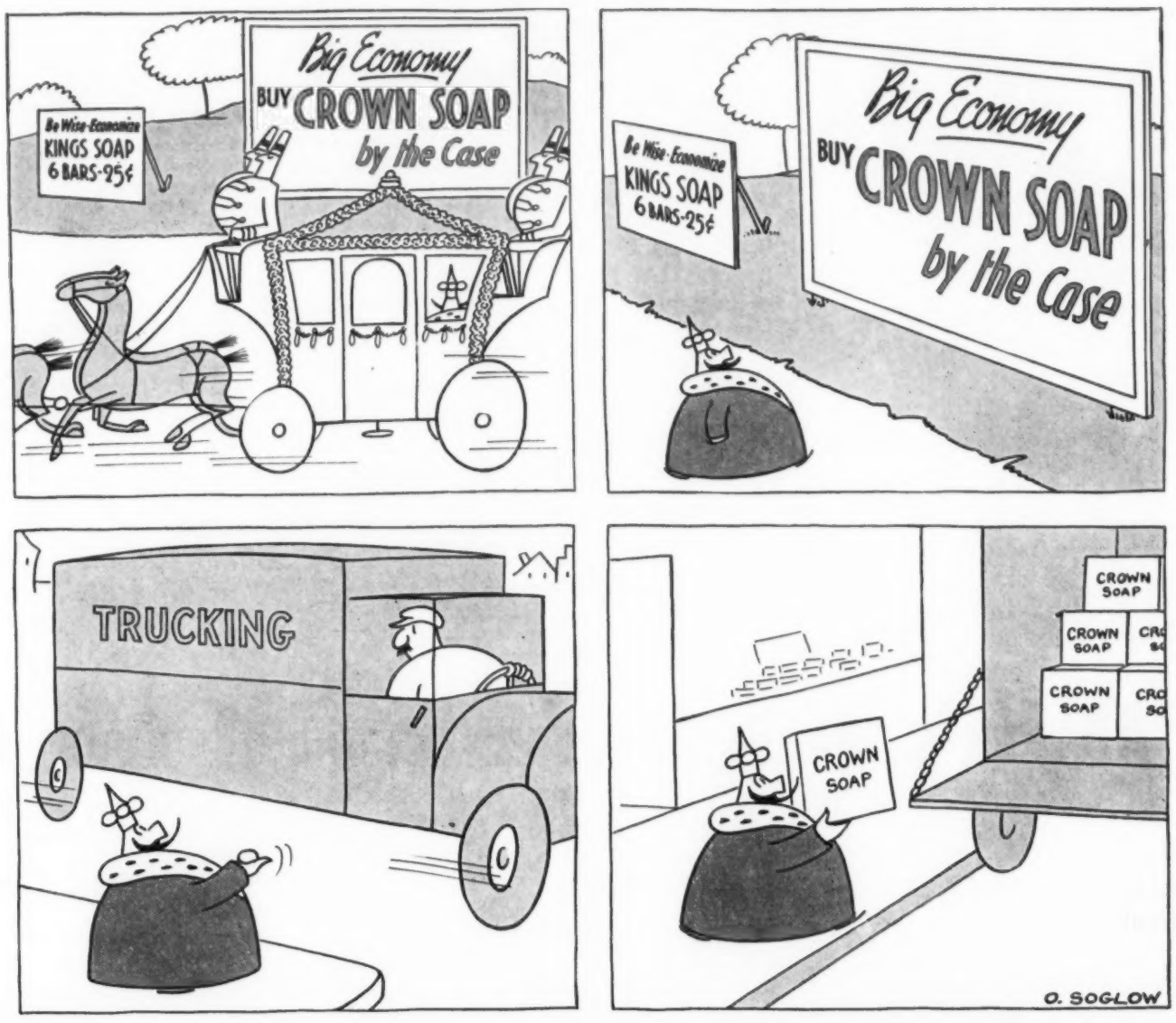
MR. PUBLISHER:

*I*s your publication the leader in its field? Are you getting an adequate volume of advertising from your Eastern territory? We should like to talk to you—we may be willing to guarantee you considerably more advertising than you now carry.

Already this year we have obtained more than three hundred thousand dollars in advertising for one publication, two hundred thousand dollars for another, and for another—whose regular advertising department we have handled for six years—we have been securing a larger volume than in 1928.

During the past twenty-five years we have developed contacts with advertising agencies and also with the presidents, sales and advertising managers of the advertisers themselves.

JOHN B. GALLAGHER COMPANY
PUBLISHERS' REPRESENTATIVES
ESTABLISHED 1910
11 West 42nd Street New York City



How Big Should an Ad Be?

LINCOLN once wittily remarked that "A man's legs should be long enough to reach from his body to the ground". If he had been asked "How big should an ad be?", he probably would have replied "Big enough to reach from the eyes to the purse".

As a target for all eyes and a temptation for every purse, nothing equals the big colorful pages of Puck–The Comic Weekly, distributed through the great Hearst Sunday newspapers. Twenty million pairs of eyes will be focused on your page advertisement in Puck–The Comic Weekly. And twenty million minds will be impressed by the importance of your message and the standing of your company.

America is size-minded—bigness goes over big in this country, and so do the advertisers who employ bigness in facing their public. Concentration of large-space advertising exclusively in Puck–The Comic Weekly wins for advertisers the loyalty of more than enough families in the 995 cities and towns of 10,000 population and over, where 73% of Puck–The Comic Weekly's U. S. circulation concentrates, to determine what the dealer displays and what the public buys.

Experienced advertisers are capturing with their full-page advertisements in Puck–The Comic Weekly the same lively interest which the All-Star Cast (Jiggs & Maggie, Popeye, Tillie, Skippy, Blondie, the Katzenjammer Kids, Flash Gordon, Barney Google, Toots & Casper, the Little King and Company) arouses with its intensely human portrayal of laughs, loves, thrills and tears—the basic themes of life, literature and drama.

Remember, it's the cast that makes the comics. The one and only All-Star Cast is in Puck–The Comic Weekly. It's the surest guarantee of star-pulling power.

We would welcome the opportunity to show what the All-Star Cast has done for other advertisers. Please phone COlumbus 5-2642 New York or Superior 6820 Chicago.

7 REASONS WHY
Puck–The Comic Weekly is a logical Basic Advertising Medium

1 **The Broadest Base in Advertising.** Puck–The Comic Weekly provides the broadest single base upon which to build a comprehensive national advertising program—nearly six million families—more than 20,000,000 potential readers. Puck–The Comic Weekly comes nearest to being America's all-family advertising medium.

2 **Medium-in-Motion.** It does more than merely expose advertisements to this vast audience—it presents them in an environment which makes reading inevitable.

3 **The Largest Single-Medium Whole-Family Circulation.** Besides the normal adult readership in nearly six million homes, Puck–The Comic Weekly has more than eight million juvenile readers, several hundred thousand of whom will become heads of families each year.

4 **Low Cost Per Family Reached.** A big 4-color page (14⅜" x 19⅜"), 2½ times the size of the standard national weekly magazine page, costs only 3 mills per family. This rate is low for Puck–The Comic Weekly's adult circulation alone, without considering the millions of juveniles who constitute a continuous circulation bonus.

5 **Concentration in Best Buying Areas.** Puck–The Comic Weekly reaches an average of 42.4% of all families in 627 out of the 995 key cities of 10,000 or more population. In these 995 key cities 70% of all the nation's retail sales are made.

6 **One Policy—One Make-Up.** Puck–The Comic Weekly is one publication—not seventeen. It has one editorial policy—one cast of characters—one make-up—one quality of printing.

7 **Maximum Visibility—Minimum Competition.** Each advertisement in Puck–The Comic Weekly receives spotlight position—the number of advertisements per issue is limited, thus assuring each advertiser maximum attention.

"What Fools These Mortals be!" Puck FOUNDED 1876

959 EIGHTH AVENUE NEW YORK **COMIC WEEKLY** PALMOLIVE BUILDING CHICAGO

OF THE HEARST SUNDAY NEWSPAPERS

Display Farm Implements at Husking Tilt

Newton, O., Nov. 11.—With exhibits of manufacturers and distributors of farm implements housed in a huge semi-circle of tents around the field, the 13th annual National Corn Husking Contest was staged here yesterday with more than 160,000 farmers witnessing the event.

The exhibits, with major representation of national manufacturers in the farm field, included farm implements, automobiles, washing machines, and radios.

Farmers who absented themselves from their farms flocked to the exhibiting tents and most of them were filled to overflowing during the day.

The contest was sponsored this year by the *Ohio Farmer*, Capper publication, which took management of the event when a poor corn crop in Missouri prevented the contest from being held there as originally scheduled. Other publications participating in the sponsorship were *The Farmer*, St. Paul; *Kansas Farmer, Missouri Ruralist, Nebraska Farmer, Prairie Farmer, Wallaces' Farmer and Iowa Homestead.*

Carl Carlson, 28-year-old Iowa farmer won the contest, shucking 21.04 bushels in the 80 minutes. Despite wet, disagreable weather conditions, the attendance topped last year's effort, it was estimated by more than 30,000.

"Esquire" Invades Syndicate Field

Esquire Features, Inc., has been formed as an affiliate of the Chicago magazine to syndicate material to the newspaper field.

The first release will be dated Dec. 1.

WABY Dedicates

The new suburban transmitting station of WABY was opened last week in Albany, N. Y., with appropriate ceremonies. The station formerly operated in Glens Falls and Hudson Falls.

Digest "Tells All" About Its Election Poll

New York, Nov. 13.—"Is our face red!" suggested as a cover design to *Literary Digest*, was reproduced in the current issue as an illustration for its leading article, in which the results of the presidential election, as compared with its forecast, were discussed.

The *Digest* after analyzing all of the reasons suggested for the failure of its famous poll to match results, says frankly that it is unable to account for the discrepancy. Its lists were not restricted to the upper strata, as it explains that in Chicago, for example, every third registered voter was polled, and in Allentown, Pa., every registered voter.

The mystery appears to be centered around the fact that a larger percentage of Republican voters returned ballots than Democrats. Just why this is no one has been able to explain.

In conclusion, the *Digest* intimated that in spite of the fact that the poll for 1936 fell short of previous efforts, it may be continued, although "we'll cross that bridge when we come to it."

Graham Patterson, publisher of the *Farm Journal*, which conducted a poll among farmers which indicated that Landon was favored, issued a statement pointing out that the rural areas voted as forecast in the poll, but that their votes were offset by the heavy city majorities for Roosevelt.

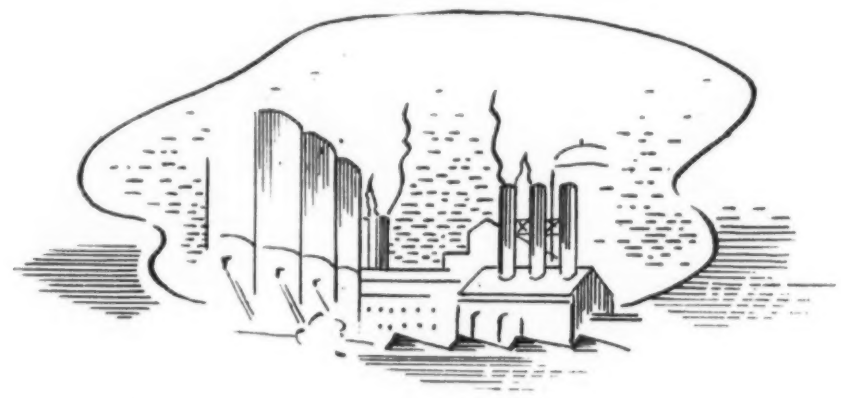
FAA Issues Ban on Specialties in Liquor Boxes

Washington, D. C., Nov. 12.—Furnishing of consumer advertising specialties in connection with special preparations for the Christmas trade would be a violation of the liquor control law, according to a warning just issued by W. S. Alexander, administrator of the Federal Alcohol Administration.

The Administration has recently been advised that certain distributors are planning to furnish retailers with alcoholic beverages packaged in elaborate boxes designed for holiday sales. According to Mr. Alexander, the boxes are to be made of durable materials and that they would have a value to the ultimate purchaser distinct from their value as packages, in some cases being made in the form of miniature bars and other useful articles. It was also understood that some firms contemplate preparing Christmas packages of liquor containing cocktail shakers, muddlers, lamps, bottle openers or other useful articles of appreciable value.

Under the liquor regulations consumer advertising specialties which may be furnished to retailers for unconditional distribution to consumers must be so handled that they are given without the purchase of beverages.

"The Administration deems it advisable at this time," said Mr. Alexander, "to announce its views in order that members of the industry may avoid liability under the Act, and may save themselves any financial losses which might be incurred through commitments for special package boxes or other articles of this type."



Don't take our word for it...

David Lawrence, investigating conditions in Kentucky, wrote the Chicago Daily News on Thursday, October 14, found the State "riding a wave of prosperity." He said:

"Repeal of the Eighteenth Amendment has meant the rebirth of Kentucky's famous whisky industry. Whereas they were distilling about 1,800,000 gallons a year in the medical permit days before repeal, they are now manufacturing about 60,000,000 gallons a year.

"The tobacco industry is thriving, and Kentucky is dependent on the tobacco growers for a large part of its prosperity.

"Farm income through Government aid has been materially enlarged so that it runs at an increase of about 41 per cent, which is much higher than the national average for farm income gained . . .

"Kentucky is riding a wave of prosperity . . ."

To reach this rich market of diversified industry and diversified agriculture, alert advertisers rely on one low-cost, resultful, fully adequate medium . . .

The Courier-Journal

THE LOUISVILLE TIMES

[OWNERS AND OPERATORS OF RADIO STATION WHAS]

REPRESENTED NATIONALLY BY THE BRANHAM CO.

They go together—
LIKE BREAD and—
BUILDING SUPPLY NEWS
"The Building Material Dealers Own Paper"
and
PRACTICAL BUILDER
"Devoted to the Practical Problems of Contractors"
—their SINGLE purpose
To sell Building Materials!
Industrial Publications, Inc., 59 East Van Buren St., Chicago

MR. PUBLISHER

Are You Adequately Represented in the Eastern Territory?

● A Publisher's Representative of twenty years' experience and now representing but one trade paper can handle an additional publication.

In order to give adequate time to the job, only **one** paper will be considered. If preliminary correspondence gives promise I shall be glad to call on you anywhere within reasonable distance of New York. I maintain my office in the Grand Central district. Address Advertising Age, Box 906, New York, N. Y.

It's much easier to SELL Cincinnatti than to SPELL it

Cincinnati is one of the bright spots before the eyes of radio time buyers. Because of WKRC • WKRC, carrying the complete Columbia network schedule, is a program-powerhouse • Morning, noon, and night more people listen to WKRC than to any other local station. (We have actual field studies for doubting Thomases.) • WKRC carries more network (twice as many, to be exact) and local commercial hours than any local Cincinnati station • If you would like to spot your local Cincinnati radio advertising in good company and at a price in keeping with the market, get in touch with one of Radio Sales radio-wise representatives—early this week.

WKRC, Cincinnati—1000 watts—owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES, INC., NEW YORK. 485 Madison Ave., WIckersham 2-2000. CHICAGO, 410 N. Michigan Ave., WHItehall 6000. DETROIT, Fisher Bldg., TRinity 2-5500.

Phil Terhune to "Hardware World"

After eight years with *Boot & Shoe Recorder*, Phil Terhune has become Chicago manager for *Hardware World*.

He will make his headquarters at 160 N. LaSalle St.

Patch Appointed

Advertising Displays Publishing Co., Chicago, has appointed Ralph B. Patch editor of *Advertising Displays*. He was formerly with Outdoor Advertising Association of America.

Get Molineaux

The House of Old Molineaux, Inc., Boston winery, has placed its account with Huber and Creedon, Boston.

FOUR COSMETICS COMPANIES ARE NAMED BY F.T.C.

(*Continued from Page* 1)

rangements, placing of demonstrators, and hidden clerks.

Hudnut Price Scale

Hudnut is alleged to have discriminated in its discount arrangements by establishing brackets according to number of stores operated by a customer. Those having less than 20 stores get a 5 per cent discount on purchases amounting to $50 or over and if the yearly purchases exceed $2,500 they get an additional 5 per cent. Customers having over 20 stores get the same discounts but have to buy $5,000 in order to qualify for the extra 5 per cent. Customers who have a demonstrator account get the salary of the demonstrator and a discount of 5 per cent on all purchases of over $5,000. Jobbers purchasing less than $50 get a functional discount of 5 per cent, but on purchases of over $50, 10 per cent.

Hudnut is also in the same position as Bourjois with regard to advertising allowances and is subjected to the same charge. Alleged payments of 5 per cent push money is also complained of, as is use of demonstrators and hidden clerks.

Four A's to Hold Sectional Meetings

American Association of Advertising Agencies will hold a regional meeting at the Hotel Roosevelt, New York, Nov. 19, and a second in Chicago Dec. 3.

Programs are being designed for the benefit of junior agency executives, many of whom are unable to attend the national convention.

Adams Takes Sales Post

Celluloid Corporation, New York, has appointed Walter L. Adams, director of sales of the Amerith-Art Ivory Toiletware Division. William M. Buttrick has been made assistant.

Non-Technical Life Insurance Copy Is Costly

Chicago, Nov. 13.—Asserting that reluctance of life insurance companies to burden the public with technical details has resulted in general public ignorance of the principles upon which insurance operates, Paul Speicher, managing editor, Insurance Sales & Research Service, today called on the Life Advertisers Association to safeguard consumer acceptance by emphasizing these principles.

To prove that the average individual does not understand the principles upon which life insurance operates, Mr. Speicher read excerpts from a number of letters from people representing various classes. One was from a president of a large Eastern university, one was from a country school teacher in the Dakotas, one was from a department store manager and so on. Each attacked life insurance practices and each, said Mr. Speicher, proved that the writer does not understand the principles on which life insurance operates.

The Ignorant Policyholder

"We have proceeded on the theory," said Mr. Speicher, "that the less the public knows about the operation of life insurance, insofar as fundamental principles are concerned, the better policyholder he will be. In our desire not to confuse him, we have gone to the extreme of telling him nothing. He pays a premium and out comes a benefit, but he doesn't know how the machine which converts the premium into the benefit works."

The complete public lack of understanding as to the principles of life insurance becomes the best of soil into which the seeds of destructive criticism and propaganda can be planted, declared Mr. Speicher.

"We have said that we should not educate the average man to the principles of life insurance because we felt that he was not interested and he could not understand them," he continued, "so we have left the job of education to destructive critics, such as the Gilberts and their kind, and we are much surprised to find that the public is interested in principles and will read and study them. Isn't it time that life insurance, rather than the Gilberts, educate the public?"

Rankin's New Branch

Wm. H. Rankin Company, New York advertising agency, has opened a Washington, D. C. office at 1701 Connecticut Ave., N. W. The agency has recently added a separate department to service public relations accounts exclusively.

Agency for Tissue

Margert Paper Co., Lansdowne, Pa., has placed its advertising with Erwin, Wasey & Co., Philadelphia. Newspapers will be used, supplemented by radio.

More Than 1/3 of All New Cars

are purchased in the "AGE OF ACCUMULATION"

Your primary prospects for automobiles are men and women between 25 and 35

NEARLY a million and a half new cars are being bought this year by men and women whose ages range from 25 to 35.

For the first time, automobile manufacturers and dealers are realizing the importance of focusing their selling efforts on this active group of buyers who make up more than ⅓ of the entire volume of new car sales.

People between 25 and 35 actually replace their automobiles more frequently than during any other ten-year period of their lives.

These men and women are for the most part young married couples in the "Age of Accumulation."

They are primary prospects not only for automobiles—but for house furnishings, refrigerators, vacuum cleaners, radios and a long list of other "accumulation" goods.

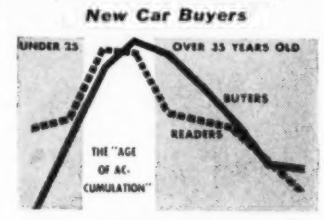
How can advertisers reach these people who are the best buyers?

By selecting media and writing copy that will reach and appeal to this great buying group between 25 and 35.

Cosmopolitan, of all the large national magazines, most nearly parallels the market for goods. It selects readers by their ages in almost exact proportion to their buying. There is no finer medium for reaching and selling people in the "Age of Accumulation."

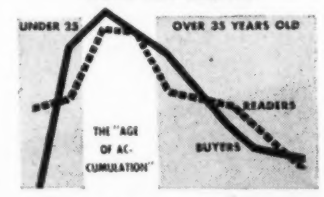
MORE BUYERS . . . AND MORE COSMOPOLITAN READERS IN THE "AGE OF ACCUMULATION"

New Car Buyers



36.6% of new cars are bought in this most important ten-year age bracket. Cosmopolitan is unique in its coverage of the "Age of Accumulation."

Used Car Buyers



39% of used car buyers and 36.2% of Cosmopolitan's readers are also bunched between the ages of 25 and 35, in the "Age of Accumulation."

Figures from surveys by Market Research Corp. of America, a leading automobile finance company, and Starch magazine studies. Detailed data on these and other purchases on request.

Copyright, 1936, Cosmopolitan Magazine

Cosmopolitan

IT PEAKS HIGHEST IN THE "AGE OF ACCUMULATION"

How Cosmopolitan builds and holds its audience in the "Age of Accumulation"

In December, 1,800,000 alert magazine *buyers* and two and a half times that many *total readers* will read Cosmopolitan. *36.2% of all these will be between 25 and 35.* Cosmopolitan is edited to entertain an intelligent, up-to-the-minute audience.

HELP WANTED?

Are you looking for facts, figures and market data about bakers and their billion dollar business? If you are, stop looking. Let BAKERS' HELPER, the industry's 50 year leader, help you.

Check the data you need below, tear out this advertisement, attach to your letterhead and mail to us.

- ☐ *"The Bakers' Billion,"* a market data folder.
- ☐ A sample of "Selling Leads," an every week service.
- ☐ Sample pages from the "Baking Industry Blue Book."
- ☐ Copies of BAKERS' HELPER, issued fortnightly.
- ☐ Audit Bureau of Circulations statement.

BAKERS' HELPER

THE FIRST BAKERY PAPER

In Its 50th Year

330 South Wells Street

Chicago

"The Wild Mary Sudik" is Dead!

THE "Wild Mary Sudik," the Mid-Continent field's most sensational gusher, cleared the crown block at noon, March 26, 1930, and left the derrick a twisted mass of wreckage in the wake of her devastating flow of liquid gold! For 11 days she tore out of the earth . . . spouting 2,000 barrels of saffron liquid 400 feet into the air each hour until she could be tamed! Today, after 6½ years of controlled output, that netted almost $1,000,000 in new wealth, the "Mary Sudik" is dead!

But the loss of this marvelous producer is of little consequence to the Oklahoma City oil industry. The "Wild Mary Sudik" was but a single well among 1031 producing wells that dot the field she helped pioneer. The first 8 months of this year these wells produced 36,801,000 barrels . . . approximately $42,687,000 in new wealth. They furnish year-round employment to more than 3,000 skilled oil field workers whose annual pay roll totals $4,590,000, and most of the contents of this gigantic pay envelope finds its way into Oklahoma City's retail cash registers . . . as does a large portion of the $68,000,000 in new wealth produced in other oil fields within the city's trade area.

This steady flow of new wealth from oil is ONE of the reasons the Oklahoma City Market ranks high among the nation's richest, most responsive sales areas, and deserves the full force of your "A" schedule. Drive your sales messages home quickly and effectively at the LOWEST milline rate in the State . . . *concentrate your advertising in the Oklahoman and Times.*

The Daily Oklahoman · Oklahoma City Times

DISCOUNT PLAN EXPLAINED BY KRAFT-PHENIX

(Continued from Page 2)

29, 1936, it has discriminated in price or is now discriminating in price between different purchasers buying such products of like grade and quality for resale to consumers. Respondent admits that respondent and its wholly owned subsidiary corporation, Kraft Associated Distributors, Incorporated, caused to be published certain price lists effective August 29, 1936, offering to sell to retailers cheese, cheese products and salad products manufactured by respondent at specified prices subject to the price differentials and discounts respectively alleged in Paragraph Four of the complaint; but respondent alleges that said price lists were published principally for the use of Kraft Associated Distributors Incorporated which sells cheese, cheese products and salad products manufactured by respondent to retailers exclusively, in the manner above alleged; that respondent sells to retailers direct only occasionally and in widely scattered areas.

Differentials Are Explained

Respondent alleges that the price differentials specified in Subparagraph (1) of Paragraph Four of the complaint are sales promotion price differentials and that the discount in the amount of 5 per cent offered subject to the conditions specified in Subparagraphs (2) and (3) of Paragraph Four of the complaint is a sales promotion discount; that said discount and price differentials constitute integral and essential parts of the general sales policy of the respondent, which is directed toward and has resulted in a constantly increasing number of retail outlets for the products of the respondent and a constantly increasing consumption of package cheese and salad products by the consuming public, thereby fostering rather than lessening competition among retailers as well as among competitors of respondent; that said discount and price differentials are small and are available to all retailers and are granted in accordance with long established trade usage; that said small discount and price differentials cannot and do not substantially lessen competition or injure or prevent competition in the sale and distribution of said products between respondent and other manufacturers and distributors of similar products or between any purchasers of said products and competing purchasers; and that said discount and price differentials, whether or not granted in the course of interstate commerce and whether or not they make only due allowance for differences in the cost of sale or delivery resulting from the differing methods or quantities in which said commodities are sold and delivered to the purchasers receiving said discount or lower prices, are not within the prohibitory provisions of Section 2 (a) of the said Act approved June 19, 1936.

Difference in Service

Respondent further alleges that sales of Kraft loaf cheese in five pound boxes in the lower quantity brackets are substantially all made at the store door of the retailers; whereas sales of said products in the higher quantity brackets are substantially all made on orders received prior to shipment and shipped direct to the retailer who must pay his own handling and distribution costs which in the lower brackets are borne by the seller; that respondent makes no sales of said loaf cheese direct to the retailers in the lower quantity brackets but that such sales are made by Kraft Associated Distributors Incorporated; that of the sales of loaf cheese made by respondent substantially all are made from the warehouse of respondent or of a subsidiary to the retailer located in the same state and that only occasionally are sales thus made in interstate commerce; that the amount of loaf cheese thus sold in interstate commerce is comparatively inconsequential in volume and such interstate sales occur only in widely scattered trade areas.

Further answering, respondent alleges that said differentials and discounts make only due allowance for difference in the cost of sale and delivery resulting from the different methods and quantities in which such commodities are sold and delivered to the respective purchasers in the various specified quantity classifications.

Denials Are Entered

PARAGRAPH SIX: Respondent denies that it has made any systematic discrimination in price; denies that the general effect of said price differentials and discounts referred to in Paragraph Four of the complaint has been or may be to substantially lessen competition or to injure, destroy or prevent competition in the sale or distribution of cheese, cheese products or salad products between the said respondent and other manufacturers and distributors of similar products engaged in interstate commerce or between purchasers of said products receiving such discounts or lower prices and other competing purchasers of said products not receiving said discount or lower prices; and denies that the effect of said price differentials or discounts has been or may be to tend to create a monopoly in respondent in said line of commerce or in the said purchasers receiving said discounts or lower prices from said respondent, in the resale of said products in different localities or trade territories in the United States in which such purchasers respectively operate.

FIRST SPECIAL DEFENSE: Further answering, and for a first special defense, respondent alleges that the price differentials and price discounts referred to in Paragraph Four of the complaint apply solely to the sale to retailers of the products manufactured by respondent referred to in the complaint; that all retailers purchasing said products from respondent directly or indirectly resell the same in their retail stores in local or intrastate commerce. Respondent alleges that said price differentials and discounts could affect at most only competition of individual retailers engaged solely in local or intrastate commerce; that Congress does not have authority to enact laws having for their purpose and effect the protection or preservation of competition in intrastate commerce; and that if Section 2 (a) of said Act of Congress

(Continued on Page 51)

AT GERMAN EXHIBIT

With all branches of German advertising united at the recent "Die Deutsche Werbung" in Essen, home of the famous Krupp works, Dr. Krupp Von Bohlen chats with Essen's mayor, Mr. Pieper, who was head of the exhibit.

Erwin & Wasey Abandon Their Old Home Town

Chicago, Nov. 12—Erwin, Wasey & Co., which had its birth in Chicago in 1914 and developed into an international advertising agency, will withdraw from its native city Jan. 1, 1937, according to an announcement made this week by S. J. Schwinn, vice-president.

Mr. Schwinn said that, effective on that date, the creative and production departments of the agency will be moved to the New York office at 420 Lexington Avenue.

It is reported that Mr. Schwinn and Harry Gamson, production manager, will be the only members of the Chicago organization to be transferred to the East. Mr. Gamson, who started with the agency as an office boy, has the distinction of being the oldest employe in the Chicago office in point of service, with the possible exception of Mrs. Burnett, receptionist.

Start of Agency

Like many other agencies, Erwin, Wasey & Co. was the outgrowth of Lord & Thomas, all of the principals having been connected with that organization. The original name was Wasey & Jefferson. Several changes of style took place before the agency settled down under the name under which it was to become famous in the annals of American and European advertising.

The agency enjoyed spectacular success in the late teens and early twenties and in 1923 invaded New York. Some interesting business and possibilities were uncovered and O. B. Winters moved to the East in 1924. He was followed by Lew R. Wasey in 1926 and finally, in 1929, by Arthur Kudner.

Seldom Come Back

It was understood that Mr. Kudner would visit Chicago every fortnight or so, but his duties in New York became so heavy that he was unable to fulfill this promise, and the Chicago office became an orphan.

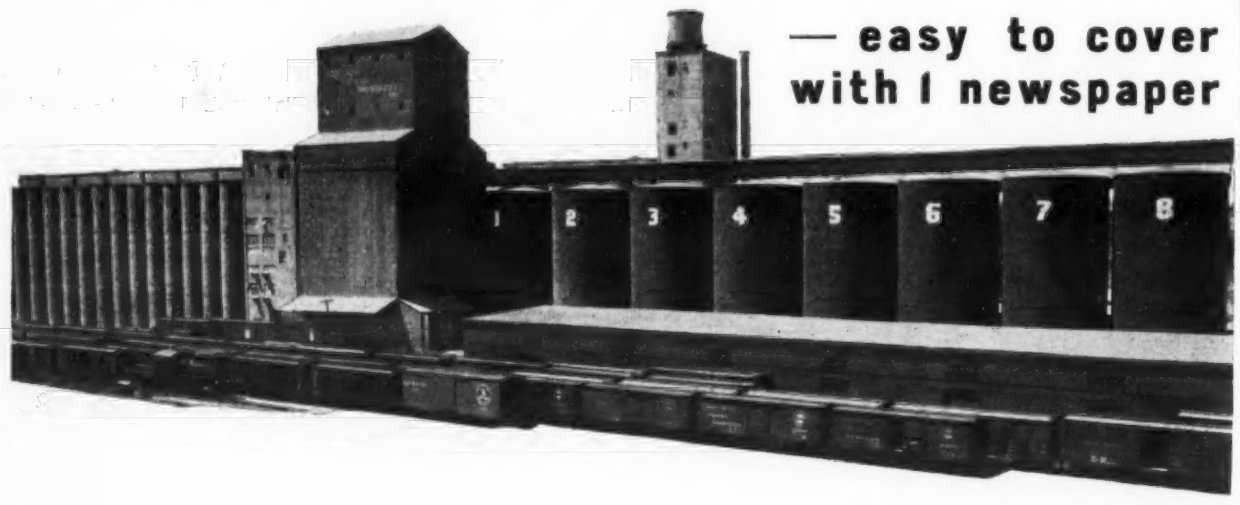
It did well, however, until late in 1935, when Mr. Kudner resigned as president of Erwin, Wasey & Co. to form his own agency, taking with him several important accounts. At the same time, Leo Burnett, vice-president in charge of the creative department in the Chicago office, became disturbed over this turn of events and resigned to form his own agency, taking with him three accounts which had been the backbone of the Chicago business.

Rankin Names Reid to Head Department

J. Lewis Reid, veteran radio man, has joined Wm. H. Rankin Company, New York, as head of the radio department.

He was with WOR, New York, for many years as announcer and program director. He went abroad last year to handle the trans-Atlantic broadcasts for Standard Oil Company of Indiana.

OMAHA—one of the Great Grain Markets!



Nebraska's tremendous Grain Crops make her a top state in **"Farm Income per Capita!"**

She is the 2nd state in Winter Wheat . . . 3rd in Corn . . . 4th in Rye . . . 5th in Oats . . . 6th in Barley!

The Omaha Grain Exchange has received as high as 78,000,000 bushels of grain in a single year!

And, Nebraska ranks as high in Live Stock Production.

All this explains why Nebraska's buying power is huge—why the Omaha and Nebraska-Western Iowa market is one of the most prosperous in the nation!

The Omaha World-Herald offers unusually complete coverage of its territory. With 57,581 families in the Omaha city zone, the World-Herald daily paid circulation in this city zone is 55,294—NEARLY ALL! 85% is delivered by carrier boy direct to Omaha homes. City and Suburban Circulation, 81,379; Country, 52,765; Total Paid Daily, 134,305; Total Paid Sunday, 132,354.

First for more than 20 years in Circulation, Advertising and News.

Here, ONE newspaper - - at ONE cost - - does your complete advertising job.

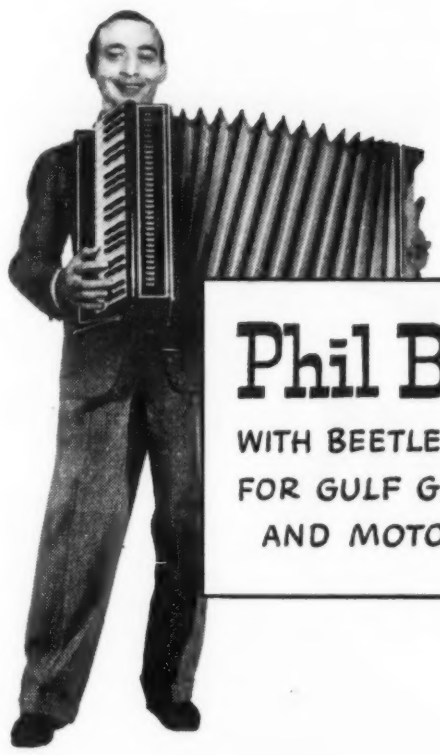
Omaha World-Herald

FIRST in Circulation, Advertising and News — A TOP State in Farm Income Per Capita

O'MARA & ORMSBEE, INC., National Advertising Representatives

New York Boston Chicago Atlanta Detroit San Francisco Los Angeles

LOOK! THE YOUNG & RUBICAM NATIONAL RADIO SHOWS FOR 1936-37

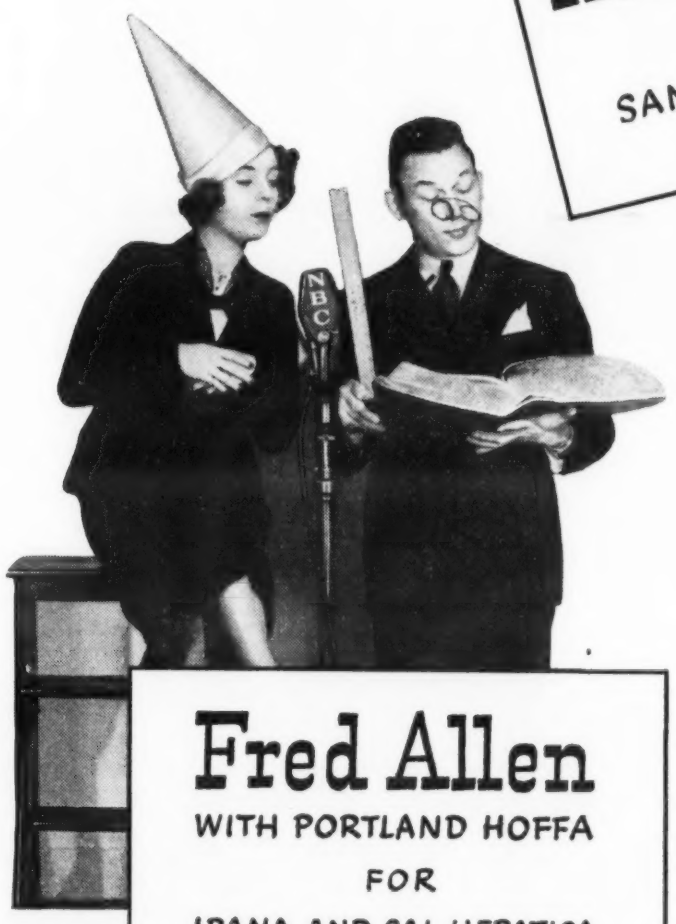


Phil Baker
WITH BEETLE & BOTTLE
FOR GULF GASOLINES
AND MOTOR OILS

Jack Benny
WITH
MARY LIVINGSTONE
FOR JELL-O

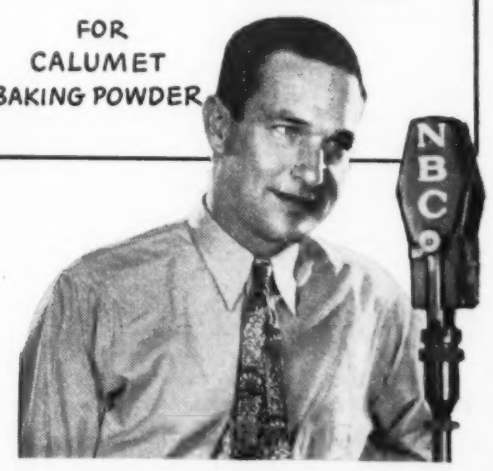
Helen Hayes
FOR
SANKA COFFEE

Fred Astaire
WITH
CHARLES BUTTERWORTH
AND
JOHNNY GREEN'S ORCHESTRA
FOR
PACKARD MOTOR CARS

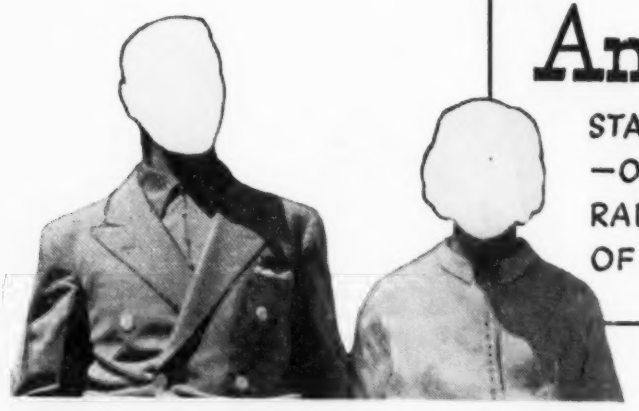


Fred Allen
WITH PORTLAND HOFFA
FOR
IPANA AND SAL HEPATICA

Phillips Lord
IN
WE, THE PEOPLE
FOR
CALUMET
BAKING POWDER



Stoopnagle & Budd
FOR
MINUTE TAPIOCA



And—
STARTING EARLY IN 1937
—ONE OF THE BIG
RADIO SURPRISES
OF THE YEAR

YOUNG & RUBICAM, INC. Advertising — NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

VITAMINS SPUR SUNKIST'S NEW WINTER DRIVE

Will Spend $650,000 on 1936-37 Campaign

Los Angeles, Nov. 11.—Injecting a new competitive angle into the California-Florida bid for the winter citrus fruit market, the California Fruit Growers Exchange will launch an expanded campaign for Sunkist oranges and lemons in December, featuring a vitamin health appeal.

The new California orange theme will proclaim, "22 per cent richer in Vitamin C," with the first shots in the campaign coming in color pages in *The American Weekly* of December 13, and *The Saturday Evening Post* of Dec. 19.

Preceding these insertions, 49 neonized posters in 31 cities and car cards in every large market area are to be used, it was announced.

Tests Select Theme

Accent on the health angle in the Sunkist orange appeal followed a test of three separate copy themes with the Vitamin C quantity angle considerably outdrawing the other two.

The entire 1936-37 campaign on Sunkist oranges, it was announced, contemplates expenditures of $650,000.

In the first part of the winter campaign, the holiday season will come in for a generous share of the effort, tied closely with the consistent health theme.

Copy will carry the headline on fruit-by-telegraph as a Christmas gift suggestion, pointing out that 25,000 telegraph offices are co-operating in the transmission.

Ribbons Play Part

As a novel dealer help, a special Christmas ribbon will be made available to dealers to wrap special orders of gift boxes of oranges.

The Vitamin C theme will jump up into even more importance in the orange copy later in the season with additional newspaper and magazine advertising planned.

An expanded campaign also is planned for Sunkist lemons with the first copy scheduled to appear in December issues of *American Home*, *Farmer's Wife*, *Good Housekeeping*, *Ladies' Home Journal* and *Woman's Home Companion*, featuring various uses of lemons. *Household Magazine* and *McCall's* also will be used in January and February.

The early season efforts will include a health appeal through lemons featuring the fruit as a combatant of winter colds.

Color pages on lemons also are scheduled in *The American Weekly* and *The Saturday Evening Post*.

Woolley and Blood Join McGraw-Hill

Roy B. Woolley has been appointed manager of marketing and research for *Electrical Merchandising*, *Radio Retailing* and *Electronics*. He was at one time advertising manager of Savage Arms Corporation, and for the past two years has been associated with Dr. Miller McClintock, of the Advertising Research Foundation.

The same publishing group has added Wallace B. Blood to its sales promotion and marketing staff. He was recently in charge of sales of Anderson, Nichols, Associates, and has been in agency work in Chicago and Detroit for many years.

Smith Heads Barron Collier Western Sales

Richard E. Smith has joined the Chicago office of Barron G. Collier, Inc., as Chicago sales manager of the Western division.

With long experience in advertising fields, he was formerly president of the Liberty Show Printing Co., Pittsburgh, Pa.

Simon Brewery Stages Beer, Ale Drive

National Advertising Syndicate, Buffalo, N. Y., has launched a newspaper campaign in a dozen New York cities for Simon Pure beer and Old Abbey ale, products of William Simon Brewery, Buffalo.

A campaign for Fredonia Products Co., Fredonia, N. Y., for Old Colony, Old Pioneer, Old Waldorf and Old Manor wines also is underway in 16 Ohio cities, the syndicate in charge.

Cold-Weather Campaign

Commercial Solvents Corporation, Terre Haute, Ind., will use newspapers and radio for Nor'Way antifreeze for car radiators. Maxon, Inc., Detroit agency, has charge.

Lewis Testing Ten-Cent Pack for Laxative

St. Louis, Mo., Nov. 12.—Whether laxatives are more salable in ten-cent packages than in higher priced units is the question A. H. Lewis Medicine Company expects to answer in a new campaign for NR Jr. in its home area.

Large space was taken in newspapers in this area to herald the new package and subsequent insertions will also employ about 500 lines. The campaign runs to Dec. 15, takes time out for the holidays and then resumes in smaller space.

Though Lewis has operated in the proprietary field for many years, the minimum price for any of its products has been 25 cents. The experience of manufacturers of aspirin and other drug store products suggested that a smaller package might prove popular and the test accordingly is being made on NR Jr.

Given Good Display

Investigation by Anfenger Advertising Agency, in charge of this phase of the campaign, indicated that almost 100 per cent display of the new package and the larger container in which it is packed, has been secured among druggists, who have a kindly feeling for A. H. Lewis Medicine Company, which is noted for its consideration for retailers.

The company is prepared to extend the campaign rapidly after the first of the year if results in its natural market are satisfactory.

Sears, Roebuck Sales Up 32.8 Per Cent

Sears, Roebuck & Co., Chicago, registered an increase of 32.8 per cent in sales for the period from Oct. 9 to Nov. 5 this year, compared with the same period last year. Setting a record, the sales period totaled $49,200,311 against $37,057,198 for the corresponding 1935 period.

For the first ten periods of the fiscal year, from Jan. 30 to Nov. 5, there was an increase of 27 per cent.

THIS WEEK
bought
So
TRU-TONE
RUGS
& CARPETS
Alexander Smith
GUARANTEED
ATLANTA JOURNAL · BALTIMORE SUN · BIRMINGHAM NEWS · BOSTON HERALD · BUFFALO TIMES · CHICAGO DAILY NEWS
MEMPHIS COMMERCIAL APPEAL · MILWAUKEE JOURNAL · MINNEAPOLIS JOURNAL · NEW ORLEANS ITEM-TRIBUNE · NEW YORK HERALD TRIBUNE

Chains Spend 97 Million in 1936 for Modernizing

New York, Nov. 10.—Modernization expenditures for chain stores during 1936 increased approximately $27,000,000 over 1935, according to a survey released today by *Chain Store Age*.

The report showed that chains in all fields remodeled 11.5 per cent of their total stores during the year compared with 10 per cent in 1935 and 6 per cent in 1934. Ordinary repair or maintenance work was not included in this figure.

Representing an increase of approximately 39 per cent over 1935, the chain store group surveyed spent $97,310,000 for store modernization during the current year compared with approximately $70,000,000 in 1935 and $37,000,000 in 1934.

Exclude Landlord Costs

It was pointed out in the report that the figures do not include sums spent by landlords in preparing properties for occupancy of remodeling called for by lease renewals. Chain hotels, theaters, banks and similar service organizations were excluded in the survey.

By classifications, chains in the 5c-$1 and general merchandise fields spent $43,650,000 on modernization; groceries, $13,300,000; drug chains, $7,000,000 and other fields, $33,360,000.

A feature of the survey was disclosure of a substantial increase in installation of air conditioning equipment by the chains during the year.

NBC Builds New Washington Studio

National Broadcasting Co., New York, has started construction of new studios in Washington, D. C., providing 17,000 square feet of floor space. It will be officially opened in May or June, 1937, Maj. Lenox R. Lohr, president, announced.

Stations WRC and WMAL will occupy the second floor of the new building on Fourteenth St. between New York Ave. and H St.

Jung & Wulff Appoints

L. E. Jung & Wulff Co., New Orleans, cordial and cocktail manufacturers, have appointed Albert Frank-Guenther Law, Inc., New York, for a newspaper campaign starting in New York. Walter W. Wiley is account executive.

Snyder with Studio

James Snyder, photographic illustrator, has joined Ed Scherck in the new Penthouse Group of the New York Times Studios, New York.

Smith to Seagram

Hyde Smith has been appointed New England sales manager of Joseph E. Seagram & Sons, Inc., New York, succeeding Rudolph Goes.

BBB URGES NEED OF NEW DEFENSE FOR ADVERTISING

Asks Increased Budgets to Fight Growing Criticism

New York, Nov. 13.—The National Better Business Bureau has issued a bulletin calling attention to the damage which is being done by growing public criticism of advertising, and urging an extension of its work, through increased budgets, to eliminate business and advertising frauds responsible for reduced belief in all advertising.

In its discussion of the subject the bureau says:

"The all-important, vital and irrefutable fact is that *some* advertising practices are provoking violent criticism of advertising. Right or wrong,—there it is. Why argue that it isn't fully justified? Damage is being done! The degree to which it is merited is beside the point. But the degree to which this critical attitude is progressing among consumers and the public at large is astounding.

Schools Show Trend

"To the National Better Business Bureau there comes an increasing number of requests from teachers, students and consumers for information to be used, admittedly, in debating such subjects as 'Can National Advertising Be Trusted,' or 'Resolved: That National Advertising As Now Conducted Is Detrimental to Public Interest.'

"At one time these came only from study groups and teachers in metropolitan areas. Now they come also from small isolated towns. The trend is indicated. The broadening interest is clear. A survey by the Bureau disclosed that the bulletins and reports published by Consumers Research are being quite generally used and referred to by school teachers in the classroom. Articles critical of advertising appear in teachers' magazines; the bibliographies include many of the 'guinea pig books.'

"Inflammables in the lower deck cargo are burning. Is it the best defense of advertising to pass it off with charges that the fire was started by fanatics; or should some effort be made to find out what makes the fire burn? Is it safe to assume that it will burn itself out; or should the pumps be started?

Must Recognize Danger

"The point is that business is not sufficiently alarmed about the fact that damaging criticism exists. Whether the criticism is only in part justified is not so important. Cargo is being burned that could not be kindled by itself. It is being damaged and adds to the intensity of the flames only because something more inflammable is in the ship's hold with it.

"Business now has, in the National Better Business Bureau, an organization that can deal with the problem. Its limitations are circumscribed by the extent of its support, both moral and financial. This is at present too narrow to hold the whole force in check.

"It cannot be said that the Bureau is unable to effect correction of criticized advertising claims. It has done it. It is doing it,—to a greater degree than most business men realize. Business does not need a new agency to meet this problem. It needs a National Better Business Bureau with a budget sufficient to strengthen it and broaden its scope of influence and effectiveness."

Penzel Makes Change

A. S. Wildey Corporation, New York, has appointed H. Roy Penzel vice-president and sales manager. He was formerly associated with Industrial Displays, Inc.

K—and got BOTH

A FIRST CLASS MAGAZINE

With an audience of 4,500,000 metropolitan families in every income group . . . With top-notch stories and features to make every member of those families read it thoroughly . . . With rich color printing to help advertisers turn that reader interest into buying wants . . . And, in addition . . .

. . . WITH NEWSPAPER PUNCH

Circulating thru 21 great metropolitan newspapers that the retailers themselves advertise in . . . Concentrating in these 21 "super shopping centers" to cover an average of 1 in every 3½ families . . . Allowing local tie-ups, local copy changes on color pages . . . Influencing family shopping and buying as only the local paper can.

"We are pleased with the quality of the colorwork."
"Dealers who have not previously handled the line have put in substantial stocks."

★Letter from Adv. Mgr. Lewis G. Van Akin

CINCINNATI ENQUIRER • CLEVELAND PLAIN DEALER • DALLAS NEWS • DETROIT NEWS • INDIANAPOLIS STAR
OMAHA WORLD-HERALD • PHILADELPHIA RECORD • PITTSBURGH PRESS • ST. LOUIS GLOBE-DEMOCRAT • WASHINGTON STAR

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

Trade Mark Registered U[illegible]

ISSUED EVERY MONDAY BY ADVERTISING PUBLICATIONS, INC.

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MEMBER
Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association, Advertising Federation of America

Vol. 7, No. 46 November 16, 1936 5 Cents a Copy, $1 a Year

What About Consumer Co-operatives?

President Roosevelt's commission, which went abroad to study consumer co-operatives, is expected to make its report on its findings late next month. Recommendations based on the report may therefore be submitted to Congress by the President shortly thereafter, as the new session is scheduled to begin January 5.

Without attempting to anticipate the findings of the commission regarding consumer co-operatives, one may be reasonably certain that its report will contain plenty of controversial material. If the report includes recommendations for Federal subsidy of consumer co-operatives in this country, and if they are endorsed by President Roosevelt and passed along to Congress as the basis for legislation, business in general and retail merchants in particular may be expected to make a hard battle against the enactment of laws embodying this philosophy.

In his scholarly analysis of the consumer co-operative, presented to the Association of National Advertisers last month at White Sulphur Springs, Professor Palmer, of the University of Chicago, showed that the idea is not new, even in this country. Co-operatives have existed here for a long time, but they have grown much more slowly in the United States than in Europe. What is the explanation?

We believe that it can be found in the fact that acceptance of limited economic opportunity by the masses has been characteristic of European countries, whereas in the United States every man has been convinced of his ability to advance, to earn more and to overcome whatever initial handicaps he may have assumed in the battle for better than an average livelihood. Thus the European consumer has tried to improve his condition mainly by increasing his buying power through the medium of the co-operative. The typical American, on the other hand, has sought to increase his income rather than economize on his purchases.

This essential difference in the economic status of the masses in America and Europe seems to us to offer ample explanation for the failure of the consumer co-operative to make substantial headway in this country. Consumers have not been class-conscious. They have been much more conscious of their position as producers and distributors than as consumers. Thus they have simply not been interested in the relatively picayunish savings which are available through the well-managed co-operative, which passes its profits back to its participants.

Federal subsidy of co-operatives would be an attempt to employ artificial respiration on a comatose economic idea that has been foreign to the spirit and psychology of the American consumer. For that reason we believe that retail merchants have a sound basis for effective opposition to legislation which would seek to put the co-operative in a preferred position as compared with any other legitimate distribution unit.

Improving Quality of Printing Materials

Discussion in ADVERTISING AGE of the use of mats and electrotypes as the basis for newspaper reproduction of advertising material shows a healthy interest in improving the presentation of national advertising in newspapers. The importance of the newspaper as a medium and the large volume of national advertising carried in newspapers are ample justification for discussion of methods and how to improve them.

The fact that advertisers who are large users of newspaper space have adopted methods which involve greater expense, for the purpose of insuring the best possible reproduction, is an excellent indication of the trend of the times. Endeavors to economize unduly in the production end of advertising, at the possible expense of the appearance of the advertisement as it is seen by the consumer, are not in the best interests of the advertiser.

Quality should be the watch-word of the advertiser using newspaper space. Whether he uses mats or electrotypes, he should endeavor to get materials which are capable of producing good results, and which do not allow too great possibility for variation in the advertisement as reproduced in many newspapers. The discussion of methods, it seems to us, will be doubly valuable if the fallacy of extreme economy in production can be sufficiently emphasized.

BIG BUSINESS MOMENTS

—*Coronet*

"So I says to Mr. Hearst—either I get more commission or I go to work for the Tribune."

Voice of the Advertiser

COMES THAT GOLDEN MOMENT

There's Magic in the Air

HEAR NEW RADIO MAGIC!
Dealers Coast to Coast Invite You to
A DEMONSTRATION OF
GRUNOW TELEDIAL
SEE THE INVENTION THAT REVOLUTIONIZES RADIO RECEPTION
HERE'S ALL YOU DO
TELEDIAL DOES THE REST!
EVERY STATION PERFECTLY TUNED (ELECTRICALLY)
12 TUBES (METAL) PLUS A CONSTANT TONE LEVEL LISTENING AREA ALL WORLD RECEPTION
43-INCH, FULL-SIZED MATCHED WALNUT CABINETS (NOT VENEERS)
$99.95
NO BETTER TONE AND PERFORMANCE AT ANY PRICE!

"Golden Position"; Advertiser Gloats

To the Editor: Every now and then there comes a cheerful break to brighten the life of an advertising man!

I refer, as you may have noticed, to the November 14 issue of *Collier's* in which a full page General Household Utilities Company ad was placed in a golden juxtaposition with an editorial head line. On the left hand page (P. 56) is a W. B. Courtney story titled "There's Magic in the Air" which runs directly into the General Household top line "Hear New Radio Magic!", on the right hand page. Mr. Courtney gives an account of the struggle for the world's air trade supremacy, while, of course, the General Household ad relates an interesting story about the new self tuning Grunow Teledial radio.

It's a real "Believe It or Not" in the advertising business!

TOD REED,
Advertising Manager,
General Household Utilities Co., Chicago.

Matrix Producer Rises to Protest

To the Editor: After reading the article concerning the use of electrotypes versus mats for newspaper reproduction which appeared in the November 2nd issue of ADVERTISING AGE, I am sure the matrix and stereotype industry will rightly take serious exception to some of the statements expressed therein.

Business is better and naturally more electros are being utilized in newspapers, but by the same token the use of mats and stereotypes has likewise increased in a larger proportion. To say that "Matrices Lose Ground in Reproduction Battle" is absurd as this industry has made more progress in the past two years than ever before. In this period mat materials and patterns have been improved to such an extent that it is now possible to satisfactorily reproduce from mats even the most delicate and intricate halftone subjects.

Further evidence of progress in our industry is the increased use of stereotypes. Recently two large oil companies, an electrical manufacturer and a maker of leather goods, changed to our nickel plated stereotypes. Three large Chicago printers have installed mat equipment and are even doing multiple color work successfully from stereotypes.

The use of mats has grown to such an extent that now, even a large percentage of weekly newspapers have casting boxes and can skillfully cast plates. We have tear sheets of perfect mat reproductions of intricate subjects from the principal dailies, over three hundred weeklies, and even from the Philippines.

I will grant that the preparation of mat copy and patterns requires a little more care and skill. That is, to obtain good mat reproduction; first, the patterns must be of the proper depth. Halftones of 60 screen should have .007 depth in the highlites, .005 in the middle tones, and .003 in the shadows. Then the type of pattern must be selected which is best suitable for the number of impressions required. Will it be a halftone on copper, on Gem metal, on zinc or a heavy shell electro backed with hard metal? A manufacturer of good mats will be glad to help you solve these problems.

If this procedure is followed, it is possible to obtain excellent newspaper reproductions from mats and stereotypes and no one can be referred to as being "penny wise and pound foolish" because in reality he is both "penny wise and pound conscious."

EDW. H. KERBER,
President, Progressive Matrix Co., Chicago.

▼ ▼ ▼

Make Adam and Eve a Guessing Contest

To the Editor: I have followed with much interest and amusement the discussion caused by the advertisement recently run in ADVERTISING AGE which showed drawing of Adam and Eve. I tore out this page and passed it around among my friends by way of a guessing contest to determine what is wrong with the pictures. It takes a very good observer, one that knows his Genesis pretty well, to find out.

This makes me wonder if it might not be a good advertising stunt to display some pictures and ask the readers to find out what was wrong with them. Guessing contests of this nature might be a paying innovation in the consumer field.

It seems to me that it is a long time since they have been tried, at least for advertising purposes. An advertisement of this kind would get a lot more circulation as the first reader passes it around among his friends, as I have done.

F. W. LA CROIX,
Milwaukee, Wis.

▼ ▼ ▼

Santa Claus Is Put in Proper Place

To the Editor: Your two-paragraph item in November 2 issue, "New Jersey OK's Santa in Liquor Ads" may lead to a loss of money by advertisers if not corrected.

Commissioner Burnett of the New Jersey Alcohol Beverage Control Board, requested by the publisher of "The National Voice," a prohibition paper, to forbid the use of Santa Claus in beer advertisements, said he would not dignify mere inflammatory propaganda by issuing a ruling but would trust the New Jersey brewers to not offend the sensibilities of those who would consider such an illustration sacrilegious.

Brewers in the metropolitan area have exercised considerable restraint in their advertising. For instance, Sunday advertising has been omitted voluntarily through agreement among the members of the Board of Trade, New York City, which includes most of the large New Jersey and New York City brewers.

We doubt that any of them will utilize the picture of Santa Claus in any way in their holiday advertising. Outside brewers might well be warned that such use of Santa Claus most certainly will offend the members of the regulatory bodies.

J. B. MILGRAM,
Advertising manager, John F. Trommer, Inc., Brooklyn, N. Y.

USE CENTER LANE FOR PASSING

AMERICA is advancing on a broad new highway of buying . . . a multiple-lane highway built to handle the full flow of traffic with safety and dispatch.

The lane to the right is for the heavy, slow-acting crowd. The center lane is for the *Active* market. It is travelled by people who are quicker to respond . . . less reserved in their buying decisions.

Today, the relationship between *active* minds and *volume* buying is more firmly established than ever. It is an accepted fact.

A recent study of mileage records in Hartford,* for example, proves that the Active Market wears cars out faster . . . burns more gasoline . . . buys more oil and accessories . . . drives more miles per year than members of *any other weekly magazine group.*

Deploring delay, these active men and women are the buyers of new cars . . . the better brands of tires . . . the quality lines of every kind of automotive product.

In choosing a magazine, these people naturally turn to Collier's. They like the tempo of its brief, timely articles . . . its thought-provoking editorials . . . its modern fiction.

Collier's offers the means of gearing advertising to this center lane traffic . . . to the Active Market . . . where buying proceeds at a faster pace and you encounter fewer obstacles in reaching your sales destination.

*This survey of Hartford magazine readers is available upon request.

Collier's
The Active Market

THE CROWELL PUBLISHING COMPANY • 250 Park Avenue, New York • Publishers of COLLIER'S • WOMAN'S HOME COMPANION • THE AMERICAN MAGAZINE • THE COUNTRY HOME
The Largest Magazine Audience in the World—More than 9,000,000 Circulation

Copr. 1936, The Crowell Publishing Co

O'Connell Sees Need of Closer Consumer Ties

Boston, Nov. 10.—A new picture of closer co-operation between consumer and retailer with reduction of the cost of distribution, was outlined here today by P. A. O'Connell, president of E. T. Slattery Co., on his induction as president of the Retail Trade Board of Boston.

Mr. O'Connell succeeded Richard Mitton, president of Jordan Marsh Co., Boston department store.

Discussing various moves undertaken by the organization to smooth flow of goods, Mr. O'Connell epitomized the objective of the association as reduction of the cost of distribution to produce lower prices.

"To this purpose," Mr. O'Connell declared, "the close co-operation of the various consumers' groups with the work of the board is proving especially effective. Already important safeguards have been set up to insure honest advertising, the clear specification of various grades of quality in merchandise, the suppression of fake auction sales and other methods by which the consumer is misled."

"The board's activity in encouraging the use of laboratory testing of merchandise also has proved very valuable in eliminating poor quality, unserviceable goods from the market, thereby saving the consumers from serious loss," he said.

"Manufacturers in the United States are now producing goods in almost every line that are fully equal in quality to those of foreign producers," he added. "This is true in women's apparel; in fact, American-made clothes are better made, fit better and are even better styled to American fashions.

"In the final analysis, the successful promotion of retail trade must depend upon co-operation between the stores and the consuming public, and it is the function of the Retail Trade Board to forward such co-operation in every way possible," he concluded.

Other officers elected to the Retail Trade Board of Boston are: J. Gordon McNiel, president of Thayer-McNiel Company, and George Hansen, president of Chandler and Company, vice-presidents; William A. Everett, treasurer of Jordan Marsh Company, treasurer; Daniel Bloomfield, manager; and R. A. Johnston, secretary.

Kletzky to "Dispatch"

Leon Kletzky has been named head of the advertising department of *Dispatch*, Cordele, Ga.

Government Renews Push on Grading Canned Goods

Washington, D. C., Nov. 12.—What many believe to be the opening gun in a new and more vigorous government campaign for grade labeling of canned foods was fired here Tuesday by Paul M. Williams, chief of the fruit and vegetable laboratory of the Bureau of Agricultural Economics, in a speech to the Consumers' Institute.

Strongly urging the use of qualities grades as more informative to the consumer than "the confusion of many meaningless brands," Mr. Williams asserted that "from an advertising standpoint, there is an abundance of good space going to waste, in which the quality of the products might be described."

"The Bureau is not objecting to these brand names," he said, "but we do want to point out how many of them are utterly devoid of reference to quality." He declared that during the past year one firm alone (Great Atlantic & Pacific Tea Company) has graded and labeled more than 7,000 carloads of canned fruits and vegetables under government consumer designations "A," "B" and "C".

Describing the government grades which have been developed to aid consumers in household economy, Mr. Williams said "the Bureau hopes that the canning and distributing industries will voluntarily adopt the labeling recommendations in the interest of common honesty and fair dealing with consumers." These recommendations are that in addition to the grade designation, the labels on canned products carry appropriate descriptive information such as the count of pieces as in the case of peaches, sieve sizes of peas, strength of syrup, number of servings, etc.

Inspection Not Required

Canners and distributors using the government quality grade labeling system are not required to have their products inspected by the bureau, but Mr. Williams pointed out that if they desire official grading the cost averages about one ten-thousandth of a cent for ordinary size cans. This, he declared, is the answer to critics who say that government grading would impose a terrific cost burden on consumers.

The government grades have been used for several years by canners and distributors up to the point of retail sales. Recently, some distributors have carried the system through to consumers. The Bureau seeks further extension of this practice.

The grades cover different factors for quality in each commodity. The grade of peas, for instance, includes five factors: clearness of liquor surrounding the peas, uniformity of size and color, freedom from defects, tenderness and maturity, and flavor.

States Follow Federal Lead

The usual considerations in grading fruits are color, uniformity of size, freedom from defects, character of fruit, and flavor. The young, tender, most succulent immature vegetables usually grade highest, whereas fully matured but not over-ripe fruits are usually most desirable.

Several state purchasing departments including Oklahoma, Kansas, Missouri and New York, have adopted the federal grading system in purchasing for state uses. Numerous municipalities have also adopted the system. The city of St. Louis recently put on an exhibit depicting the savings to taxpayers it was able to accomplish through confining purchases to government graded meats, fruits and vegetables.

The Great Atlantic & Pacific Tea Company during the preparation of the code of fair competition for the canning industry decided to adopt official gradings for all canned foods it sold for which grades had been worked up by the Department of Agriculture. This was officially announced by the NRA and caused an immediate eruption within the industry and within NRA. Canners generally refused to go along with NRA on grade labeling and NRA finally backed down, leaving A. & P. as the outstanding and only advocate of grades on the label. Canners held out for descriptive labeling, maintaining that grade designations such as "A," "B" and "C" are inadequate and impractical.

Last December the Department of Agriculture reported that approximately 88,000,000 cans of fruits and vegetables bearing grade designations were marketed in 1935, the vast bulk apparently being A. & P. brands. Officials of this chain now estimate that their 1936 sales will reach 175,000,000 cans bearing grade designations.

SPATTERLESS BROILER

Tests of a new electric broiler, produced by National Enameling and Stamping Co., were made by cooking in a telephone booth, demonstrating no-smoke, no-odor contentions.

1929 Cars Are Largest Class, Experts Assert

Chicago, Nov. 12.—Though the automotive industry is supposed to have done a superb selling job, this is more apparent than real, according to an analysis presented to the American Petroleum Institute today by Marcus Ainsworth and A. Ludlow Clayden, both of Philadelphia.

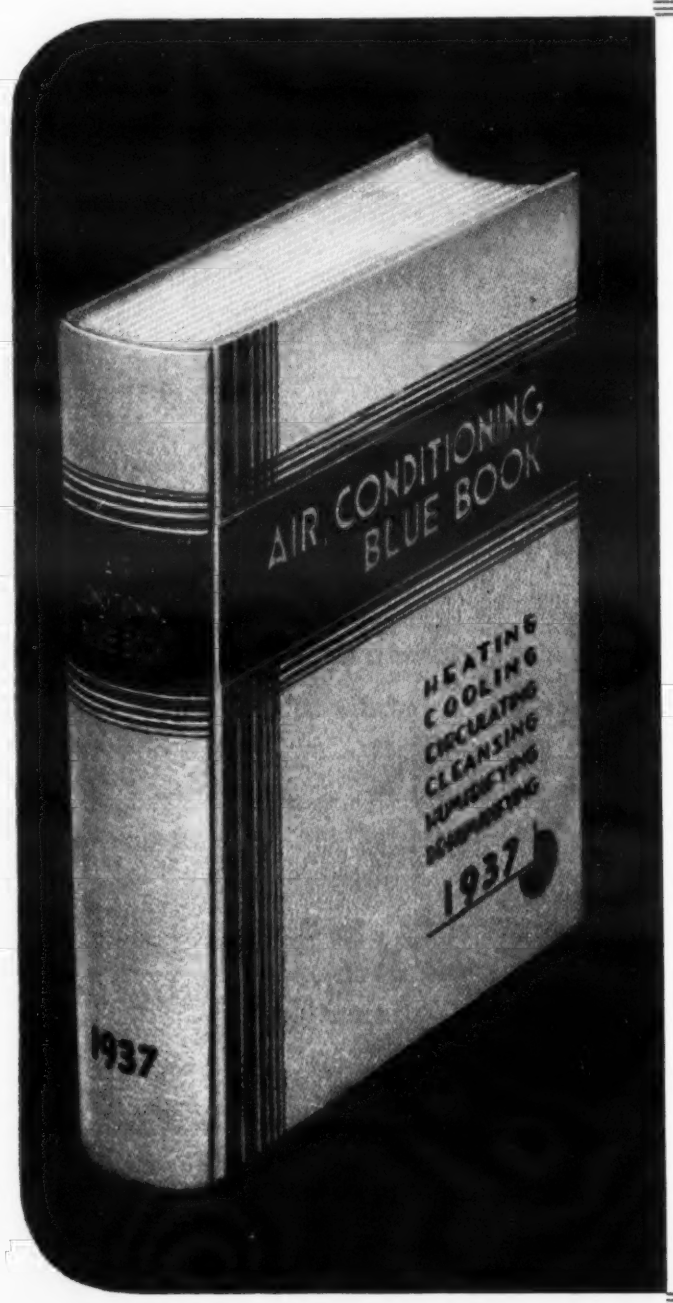
The average age of all passenger cars now in use is 4.71 years, as compared with an average age of 3.07 years at the end of 1924, the analysts told the oil organization. The average age of today's family car is 8.4 years, as against 7.04 years in 1926, they asserted.

Life After Death

The two Philadelphia men said that economic conditions during the past few years have put some cars into storage, and forced others to operate long after normal life. Still others have been traveling the highways unregistered, they asserted.

Their records indicated that at the end of 1935, the largest proportion of passenger cars, 16.26 per cent, were 1929 models, as compared with 15.26 per cent 1935 models. At the same time, 12.46 per cent were 1930 models, and only 10.42 per cent were 1934 models. More than 2 per cent were 1925 models and nearly 10 per cent were 1928 models.

BACK OF THE INCREASED SPECIFICATIONS AND PURCHASES FOR 1937...



the ONLY catalog-directory for men in air conditioning

and reaching every known factor in the specification and purchase of air conditioning equipment for 1937's increased volume. Who they are, and how they function, are described in the booklet, "The 16,695 Factors in the Air Conditioning Market." You are invited to write for the booklet, and for details on rates, agency commission, cash discounts, etc.

ITS more than 600 pages will contain 1.—Nearly 200 pages of technical reference data essential in figuring air conditioning requirements —an unusual feature in this type of publication.

2.—A classified directory of every product entering into air conditioning.

3.—A trade name section showing every trade name by which products in the field are known.

4.—The names and addresses of more than 3,500 manufacturers.

5.—Catalogs of leading manufacturers, separately indexed and with the names of such manufacturers identified throughout the other sections.

AIR CONDITIONING BLUE BOOK

Published by the Publishers of . . . AUTOMATIC HEAT and AIR CONDITIONING . . . DOMESTIC ENGINEERING . . . THE PLUMBING and HEATING CATALOG-DIRECTORY.

1900 Prairie Avenue Chicago, Illinois

AIR CONDITIONING BLUE BOOK

TORONTO MONTREAL WINNIPEG LONDON, Ent
GIBBONS KNOWS CANADA
J. J. GIBBONS LIMITED · ADVERTISING AGENTS
REGINA CALGARY EDMONTON VANCOUVER

SALES-SPOT *Advertising*

The UNITED STATES PRINTING & LITHOGRAPH COMPANY AND DIVISIONS...

Home Office
320 Beech St.
Cincinnati

★ AMERICAN LITHOGRAPHIC DIVISION
★ ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
★ DONALDSON LITHOGRAPHING DIVISION
★ ERIE LITHOGRAPHING & PRINTING DIVISION
★ PALMER ADVERTISING SERVICE DIVISION
★ W. F. POWERS DIVISION
★ THEO. A. SCHMIDT LITHOGRAPHING DIVISION

THE CHICAGO DAILY NEWS
NET PAID CIRCULATION
DURING OCTOBER, 1936,
AVERAGED

424,684

THE GREATEST OCTOBER CIRCULATION FOR THE DAILY NEWS SINCE OCTOBER, 1930!

THE FIFTEENTH CONSECUTIVE MONTH TO SHOW A GAIN. Every month since August, 1935—which showed an increase over August, 1934—the circulation of The Daily News has forged ahead.

The Daily News has both MORE and BETTER Home Coverage than any other daily newspaper in Chicago. Every evening the circulation of The Daily News concentrates in the rental areas of Chicago where buying power is greatest. Ask a Daily News representative to show you the impartial survey, "Daily Newspaper Home Coverage in Metropolitan Chicago." See *where* your sales messages go.

THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper

With the Most Valuable Circulation in the City

GEORGE A. McDEVITT CO., Eastern Advertising Representatives . . . 444 Madison Avenue, NEW YORK . . . 12 S. 12th Street, PHILADELPHIA
JAMES L. LENOX, Eastern Representative, Photogravure, Color Comics and Retail . . . 444 Madison Avenue, NEW YORK
J. RAY SCOLARO JR., Manager Detroit Office . . . 4-119 General Motors Building, DETROIT

Sees Kinship in Arms and Advertising

London, Nov. 3.—"There is a curious analogy between advertising and armaments," said Mr. Duff-Cooper, British Secretary for War, in addressing the annual meeting of the National Advertising Benevolent Society, held here today.

Advertising, said Mr. Duff-Cooper, is one of the major facts of modern life, and there is a strange parallel between it and armaments. Only the modest violet could do without advertisement, and only Pitcairn Island could do without armaments, in a world where the armaments of every great country are surpassing everything in the world's history.

"Nothing that wants to be known can do without advertisement; no country that wants to be saved can dispense with armaments," he said.

Urges London to Advertise

"It might be a good thing," he continued, "if the English advertised the advantages of London to the foreign peoples. We seldom read anything in its favor, although the Londoner lives in the most equitable climate, and the greatest city, in the world." He then discussed at length the historic and romantic associations of the country, urging that England do a little boasting in print about its advantages.

The Secretary for War apparently has been so busy developing the country's armaments that he has not had occasion to inquire into the country's advertising. A measure is now before the London County Council advocating a campaign stressing the particular advantages of London, to appear in overseas publications.

Bidwell Named

R. J. Bidwell Co., San Francisco, has been appointed by John H. Perry Associates, New York, as Pacific Coast representative for *Times*, Reading, Pa.; *Journal*, Jacksonville, Fla.; *News-Journal*, Pensacola, Fla.; *Herald*, Panama City, Fla., and Station WCOA, Pensacola.

Uses Large Space

Canadian Collieries (Dunsmuir) Ltd., will use 20,000 lines in all daily newspapers in British Columbia this winter in a co-operative campaign with dealers. Posters will also be used. Stewart McIntosh, Ltd., Vancouver, is the agency.

NEW AUTOMATIC INDEX FLASHES PHONE NUMBERS

Palmen Displays Device to New England Group

Providence, R. I., Nov. 12.—A new speed index device for reminder advertising, soon to be introduced, was unfolded by Carl Palmen, president of Palmen-Malott Co., Akron, O., trade mark authority, when he addressed the New England Ice Dealers Association convention here today at the Providence-Biltmore Hotel.

The device was introduced as Mr. Palmen discussed "Selling by Sight," and pointed to the specific functions of sight advertising.

In the form of a compact telephone note pad, the "new dimension to advertising," which Mr. Palmen introduced, consists of an instrument operated by the pressure of the forefinger and which instantly flashes before the eyes of the operator the names, addresses and telephone numbers of business firms and friends. The unit, Mr. Palmen stated, would enter the market under the trade name of "Key-Dex" and in addition would be developed for a nation wide Home Phone Shopper Service for the use of millions of housewives and business men.

Discussing reminder advertising, Mr. Palmen characterized this phase as the most vital, yet the most neglected form of promoting.

Cites Three Stages

"There are three stages to buying—first, the moment of awareness; second, the development of desire, and third, the buying moment," he declared. "This buying moment is impulsive and often times irrational, and for that reason every advertising program, to be successful, must be fully rounded out with dynamic, repetitive reminder advertising.

"Substantial reminder facilities must be provided and maintained," he added. "An easy-to-operate speed index unit which gives the housewife, at her very fingertips, your name, address and telephone number in an attractive streamlined unit that will soon become one of the most indispensible and most often used accessories in the home, truly provides an entirely new dimension to dynamic reminder advertising.

"One of its main virtues is the fact that it gives a split-second accessibility to police, fire and doctor telephone numbers, thereby making the unit an instrument of protection as well as one of commercial service."

Discussing trade-marks and their values, Mr. Palmen maintained that there were scarcely 20 trade-marks in the United States which measured up to the standard of true reminder advertising by virtue of their distinctive shapes and designs.

Must Supply Facts

"Of the three major classes of advertising, direct, good-will and reminder, the direct advertising provides the informative factors—what is it?—who has it?—and where is he?—and this task is generally left to the newspapers and magazines—general and fiction—to perform," he declared. "Obviously you cannot remind people of things they do not know and for that reason direct advertising is the educational work necessary to promote sales.

"Good will advertising is generally construed to mean gift-giving in some form, in an attempt to bind a customer to the seller on the basis of reciprocity. Reminder advertising, however, has a specific function and that is to remind the consumers of all that has been previously stated and done in behalf of a particular product or service, thereby permitting all effort to become cumulative."

DESCRIBES PHONE INDEX

Carl Palmen, trade-mark expert, revealed a new automatic telephone index "reminder" device during an address before the New England Ice Dealers Convention.

Mr. Palmen cited several examples of what he declares to be the perfect trade-mark—Chevrolet—Heinz "57"—The Victor Dog—The Goodrich "Wreath and G" with two red diamonds—and the oldest and best trade mark known today, the cross of Christianity. He cited numerous others which were distinctive through individuality of design.

Sight Contracts Predominate

"But trade marks are only as good as they are made to be and it takes advertising to make them useful," he said. "Eighty-seven per cent of mind contact is achieved through the sense of sight because sight is the most acute of all the human senses. Next is the sense of touch which accounts for seven per cent. These two together make up a total of 94 per cent of potential mind contact. This leaves only six per cent, for the sense of taste, smell and hearing, and who can remember a good story! The only reason that we get wet when it rains is because it rains all over us, and the reason that anything comes to mind through the ear is because there is so much said—yet so little remembered. This means that selling by sight is the scientifically accurate and most effective method. 'What you see four times is yours for life.'"

Stage Advertising Education Campaign

Laura Alta Johnson addressed members of the Matrix, group of professional writers, in Chicago, Nov. 9 on "Is Advertising Worth What It Costs?"

She spoke as a member of the Speakers' Bureau of the Women's Advertising Club of Chicago and as part of the campaign being staged by the club to promote advertising.

Iowa business reflecting stimulus of increased cash farm income totaling $355,404,000

● Now $48,493,000 ahead of the first eight months of last year, cash farm income deservedly takes the spotlight in Iowa. Remember please, Iowa has never put all her eggs in one basket. Iowa is an industrial and business state as well as an agricultural state, with diversified business activity and diversified income.

Income is better in Iowa. Business is better. Bank debits in September averaged well above 1935. Employment in many lines is above the level of 1928 and 1929. Life insurance sales are on the increase. Business building contracts advanced 234% in August, compared to August of last year. Railroad carloadings have climbed month by month, etc., etc.

There is business to be had in Iowa . . . provided you keep in view that successful selling in Iowa means selective selling. Iowa is a state. Not a city. It is a group of markets rather than a single market. The way to sell in Iowa, is to individually cover the key markets comprising the Iowa market.

It is these key markets that the Iowa Daily Press Association members cover completely with home-town circulation, circulation built on local home news. With circulation totaling 386,743, they provide quantity as well as quality. Reader interest, coverage, with the plus value of active "dealer influence." Iowa merchants know that the best advertising support any manufacturer can give them, is advertising in their local newspapers. The manufacturer who does that is sure to receive a rousing welcome.

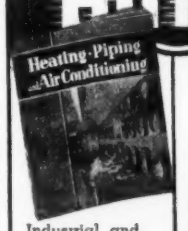
Sell Iowa through the Iowa Daily Press Association and you sell Iowa effectively and economically.

IOWA DAILY PRESS ASSOCIATION

405 Shops Bldg., Des Moines, Ia.

AMES TRIBUNE-TIMES
ATLANTIC NEWS-TELEGRAPH
BOONE NEWS-REPUBLICAN
BURLINGTON HAWK-EYE GAZETTE
CARROLL HERALD
CEDAR RAPIDS GAZETTE
CENTERVILLE IOWEGIAN & CITIZEN
CLINTON HERALD
COUNCIL BLUFFS NONPAREIL
CRESTON NEWS-ADVERTISER
DAVENPORT DEMOCRAT
DAVENPORT TIMES
DUBUQUE TELEGRAPH-HERALD
FORT DODGE MESSENGER
FORT MADISON DEMOCRAT
IOWA CITY PRESS-CITIZEN
KEOKUK GATE CITY
MARSHALLTOWN TIMES-REPUBLICAN
MASON CITY GLOBE GAZETTE
MUSCATINE JOURNAL
NEWTON NEWS
OELWEIN DAILY REGISTER
OSKALOOSA HERALD
OTTUMWA COURIER
PERRY CHIEF
SHENANDOAH SENTINEL
SIOUX CITY JOURNAL
SPENCER REPORTER
WASHINGTON JOURNAL
WATERLOO COURIER
WEBSTER CITY FREEMAN-JOURNAL

AIR CONDITIONING



Industrial and Commercial Air Conditioning

Effective coverage in this Important Dual Market . . . two monthly papers which have the greatest subscriber audience in air conditioning. Come to "Headquarters" for complete market and media data.

HEADQUARTERS

BOTH PAPERS ARE ABC AND ABP

KEENEY PUBLISHING COMPANY

6 N. MICHIGAN . . CHICAGO

Residential Air Conditioning

KETTERLINUS

Sales-producing Booklets, Folders, Inserts, Calendars, Window Displays, Counter Cards, and Complete Direct Mail Campaigns. Have our representative call.

POINT OF SALE ADVERTISING

PHILADELPHIA NEW YORK CHICAGO BOSTON

...and other seed fell on good ground, and sprang up, and bore fruit a hundred fold.

FOR the six months ending September 30 the average net paid circulation of the *Times-Star* was 13,346 GREATER than it was four years ago.

This circulation gain of more than TEN PERCENT in itself is not so remarkable (the *Times-Star* simply having kept step with a like gain made by Cincinnati itself during the same four years)—the significant thing is that it was accomplished without resort to any type of premium inducement whatsoever, insurance or otherwise. The entire gain of 13,346 was the natural result of Cincinnati families *wanting the Times-Star for itself alone*—just as is the entire *Times-Star* circulation of 169,929.

THE *TIMES-STAR* IS THE ONLY CINCINNATI NEWSPAPER THAT DOES NOT OFFER PREMIUM INDUCEMENTS OF ANY KIND TO THE SUBSCRIBER.

Rooted in good ground, this is the kind of newspaper circulation that is solid, substantial—the kind that bears fruit in abundance for the advertiser.

The fact that the *Times-Star* has led for 28 straight years in Total Display Advertising is proof that Cincinnati's only home-owned newspaper gives the advertiser the fullest measure of responsive contact with this market.

You need only the Times-Star to do the selling job in Cincinnati.

THE TIMES-STAR (UNAIDED) DOES THE JOB IN CINCINNATI

CINCINNATI TIMES-STAR

HULBERT TAFT, *President and Editor-in-Chief*
NEW YORK: Martin L. Marsh, 60 E. 42nd Street
CHICAGO: Kellogg M. Patterson, 333 N. Michigan

IOWA CHAIN TAX ON GROSS SALES IS INVALIDATED

Laws of Other States May Be Affected

Washington, D. C., Nov. 10.—The United States Supreme Court yesterday upheld its record of invalidating graduated taxes based on gross sales by declaring unconstitutional that provision of the Iowa chain store tax law which provided for a tax graduated according to the gross sales of chains.

Section 4(B) of the law, which was declared at variance with constitutional guarantees against taking property without due process of law, provided a tax on combined gross sales of chain stores ranging from $25 on gross receipts of less than $50,000 up to $1,000 per each $10,000 of gross receipts in excess of $9,000,000.

In addition, the Iowa law provides for a tax ranging from $5 for each store in excess of one and not in excess of 10, to $155 for each store in excess of 50. This latter provision, upheld in a lower court, was not involved in the Supreme Court decision invalidating the tax on gross receipts.

Many Fought Tax

The decision, which was handed down in a case brought by a group of chain store operators in the state including Liggett Drug Company, S. S. Kresge Company, Sears, Roebuck & Co., United Cigar Stores, Goodyear Tire & Rubber Company, F. W. Woolworth, W. T. Grant, G. R. Kinney, Inc., Great Atlantic and Pacific Tea Company, and Thrift-Way Stores, Inc., is in line with those rendered against similar laws in Kentucky, New Mexico, Vermont, and Wisconsin in the past.

Anti-chain store laws of one type or another are at present on the books of 20 states, several of them containing provisions similar to that of the Iowa law which was invalidated yesterday. In Florida and Minnesota the provisions of the Iowa act with reference to graduated taxes on both units and gross sales are followed closely, so that the graduated gross sales tax is subject to invalidation.

Has Peculiar Provision

In Louisiana the law classifies chain stores according to the total number of units they operate outside the state and then taxes their stores within the state according to the classification into which they fall. In South Dakota the law is a graduated unit tax on all chains of 10 units or less, and then becomes a graduated gross sales tax on chains operating more than 10 units.

In the remaining 16 states, Alabama, Colorado, Idaho, Indiana, Iowa, Kentucky, Maine, Maryland, Michigan, Mississippi, Montana, North Carolina, South Carolina, Texas, West Virginia and Wisconsin, the law either as originally framed or as the result of court decisions or amendments, provides for graduated taxes based on the number of units operated.

In five states—Florida, Louisiana, Maine, South Dakota and Texas—the laws are now in the courts. In the last state, the severe Texas provision for a graduated tax which mounts to $750 per unit for chains operating 51 or more units has been held invalid by the court of original jurisdiction and the state is appealing the decision.

Cheers Chain Store Men

Coming on top of the California referendum, reported in the Nov. 9 issue of ADVERTISING AGE, in which the "death tax" on chains was decisively voted down, yesterday's decision of the Supreme Court has given new heart to chain store executives who are anxiously waiting for action by the 44 state legislatures which will convene next year.

The California decision marked the first time chain tax legislation has been voted down in a referendum, and only the third time the matter has been voted upon by the people of any state.

Rhythm Needed, Ruth Tells Club

Youngstown, O., Nov. 10.—Rhythm is as important to the success of an advertisement or an advertising campaign as it is to the success of a popular song hit, a championship football team or a fan-dancing headliner on Broadway, C. W. Ruth, assistant director of advertising of Republic Steel Corporation, told members of the Youngstown Advertising Club today.

"Analyze your problem and then apply the fundamentals of advertising by making your copy human," Mr. Ruth said. "Present it with a touch of showmanship and all the merchandising ability you can muster and presto—you have probably achieved the rhythm of advertising.

"This rhythm is an important factor in our field of activity, for to it can be credited the majority of the advertising touchdowns that are made today."

Andrews, Gordon Named

Homer L. Andrews has been appointed assistant to Robert E. Grove in charge of the media department of Ketchum, McLeod & Grove, Inc., Pittsburgh, succeeding Kenneth P. Ripple. Gail Gordon also has joined the agency as account executive. He was formerly advertising manager of P. H. Butler Co., Pittsburgh grocery chain.

News and Ideas to Help Planners Plan

RURALARIA NEWS LEADER

Issued Periodically By Country Gentleman Magazine In the Interest of Better Business in Rural America

News and Ideas to Help Salesmen Sell

ASK FOR IT

VOL. 1. No. 9 Copyright 1936 The Curtis Publishing Co. PHILADELPHIA, PA., NOVEMBER, 1936

RURAL GROCERS' VOTES CONFIRM COUNTRY GENTLEMAN'S LEADERSHIP

Survey of 942 Independent Grocers in Towns Under 10,000 Demonstrates Outstanding Preference for Country Gentleman as Advertising Medium For Food and Grocery Products

F. D. R. Echoes C. G. Plea to "Eat Better"

Hibbs, "Discoverer" of Landon, Gives Roosevelt An Idea for Campaign Speech

To Ben Hibbs, Country Gentleman writer and editor, credit has been given for discovering Republican candidate Alfred M. Landon. His article, "Governor Landon Answers," which appeared in the January, 1935, Country Gentleman, first made the East conscious of Landon as Presidential timber. (Ruralaria News Leader, August, 1936.)

To Hibbs also goes credit for bringing out information which President Roosevelt later high-lighted in his Omaha political address, October 10. The President promised as part of his program an effort to increase food consumption. He pointed out that whereas America's diet is better than that of most other nations, from the point of view of better national health, it is still inadequate. "If every family in the United States had enough money to live on what doctors and dietitians call a 'class A diet' we would need foodstuffs from 45,000,000 acres more than we are using today," he said.

This is essentially the conclusion which Mr. Hibbs arrived at in his

(Continued on Page 2)

C. G. Net Paid 1,534,812 as Of June A.B.C.

Alone Among 6 Farm Magazines Country Gentleman Uses No Circulation Stilts

June, 1936, A.B.C. figures show a total net paid of 1,534,812 for Country Gentleman, representing an increase of 64,422 over the December, 1935, statement. During the six-month period from January through June, this year, Country Gentleman produced 308,916 circulation, more than any other magazine in its field.

Country Gentleman, alone among six farm magazines, uses no extraneous inducements to produce circulation. It is never sold in combination, with premiums, on instalment or at cut price, while all the other magazines in its field resort to one or more of these practices to produce circulation.

These facts are the subject of a Country Gentleman advertisement en-

Men As Frequent Grocery Customers As Women, Small Town Survey Shows

Main Street, Cobleskill, N. Y.

That men are quite as important a factor as women in grocery store sales in small towns is indicated by a recent survey in Cobleskill, N. Y.

A two-day count of all the people who made purchases in a leading independent Cobleskill grocery store shows that 51 per cent of the customers were women and girls, and 49 per cent were men and boys.

Cobleskill has a population of 2,594, and is the largest town in Schoharie County. It is the trading center of a prosperous dairy farming district. The merchants in town claim that from 50 per cent to 75 per cent of their business comes from outside the town.

France Cuts Tariffs, Lifts Quotas, As Predicted in March Country Gentleman

Drastic Reductions Are A Convincing Example Of Advantages C. G. Readers Enjoy

In an announcement described as a "prelude to a general customs demobilization," the French government made public this month a series of sweeping tariff reductions ranging from 15 per cent on finished goods to 20 per cent on raw materials. No such drastic cuts in tariff rates had been made by any government since the World War.

The French measures are interpreted as a gesture in line with the international effort now being made at Geneva in favor of reopening the channels of trade which have been closed for several years by high tariffs, quotas and trade restrictions of all sorts.

Announcement of the French program and the devaluation of the franc came with dramatic suddenness that sent international agriculture and commerce into huddles to determine effects, but to Country Gentleman readers the lifting of quotas was not unexpected.

A series of two articles by Dr. Leo Pasvolsky, noted economist of the Brookings Institution, had pointed out months ago, the inevitability of

Fairs and Shows Breaking Records

Successful Exhibits Indicate Farming Conditions

The present healthy state of agriculture is being clearly demonstrated at the state fairs and agricultural shows held this month and last in the East and Middle West. Through attendance figures, the results obtained by commercial exhibitors and the size and quality of the livestock exhibition, these fairs are reliable barometers of agricultural conditions.

At the National Belgian Horse Show and Waterloo Dairy Congress, held at Waterloo, Iowa, the all-time attendance record by days was broken nearly every day of the week. At the Eastern States Exposition in Springfield, Mass., attendance exceeded that

(Continued on Page 2)

Farmers Buy 25% Of U. S. Baby Bonds

Twenty-five per cent of the United States savings bonds, the so-called baby bonds, have been bought by farmers, the Treasury Department announces. People in large cities have purchased 50 per cent of them, and the balance has been taken in smaller urban

BOX SCORE

Nation-wide Survey 942 Independent Grocers

	Tabulated September 23*		Tabulated October 6		Tabulated October 13	
Number of Returns	41		388		1047	
Number without information	4		41		105	
Number with information	37		347		942	
	First Choice	%	First Choice	%	First Choice	%
Country Gentleman	16	43.4	153	44.0	424	45.0
Magazine "B"	7	18.8	57	16.4	129	13.7
Magazine "C"	6	16.2	36	10.4	90	9.6
Magazine "D"	4	10.8	40	11.5	107	11.4
Magazine "E"	2	5.4	19	5.5	47	5.0
Magazine "F"	2	5.4	16	4.7	42	4.4
Magazine "G"	0	0	26	7.5	103	10.9
	37	100.0	347	100.0	942	100.0

*100 returns from Ohio

Rural grocers, like rural druggists, vote overwhelmingly in favor of Country Gentleman as the rural magazine most effective from an advertising standpoint.

Results of a survey, completed October 13, among 942 independent grocers show that 45 per cent of them give Country Gentleman first place—more than three times as many "firsts" as were recorded for the second publication. The complete box score is given above

First In All Sections

The preference which rural grocers show for Country Gentleman on a national basis is found also to hold on sectional bases, even in territories in which other farm magazines concentrate their own circulation.

Above are shown the states which Magazine "D" regards as its own territory. In these states Magazine "D" has 894,126 circulation as compared with Country Gentleman's 578,539, yet grocers there gave Country Gentleman 252 "firsts" as against 89 for Magazine "D." Per 100,000 circulation Country Gentleman received four and one-half times as many "firsts" as Magazine "D."

To 2,800 independent grocers in towns under 10,000 population throughout Ruralaria was sent this simple request: "The manufacturer of an old established product, sold by grocers for years, wishes to find out what rural magazine would be most effective from an advertising standpoint. Listed below are seven rural magazines. Will you please mark the best in your opinion by No. 1, the second best by No. 2, and the third by No. 3?"

Elsewhere on this page are printed several articles which indicate why grocers' and druggists' preferences for Country Gentleman are natural. They are the result of editorial direction which automatically selects the leading farmers and business men in rural communities — editorial direction that predicts the French tariff cuts, "discovers" a Presidential candidate and provides cogent campaign material.

To assure equable distribution, th questionnaires were mailed out i direct proportion, state by state, a cording to the states' share of t combined circulation of Count Gentleman and the six other far magazines being tested. Appro mately 50 per cent of the letters w to independent grocers in towns der 2,500; 30 per cent in towns 2,500 to 5,000; and 20 per cent towns of 5,000 to 10,000. Subur towns and towns in the same co with a very large city were omi from the mailings.

A total of 2,800 letters were ma and the order of publication lis was rotated so that Country Ge man and each other magazin peared first on the list in 400 le second in 400; third in 400; and

When the first returns wer ceived from Ohio, a preliminary lation was made. Country Gent jumped well into first place wi per cent and established a lead

(Continued on Page 4)

For details of this nation-wide survey of grocers in places under 10,000, send for a free copy of Ruralaria News Leader. This interesting tabloid of up-to-date information on the rural market will be mailed free of charge to business executives or to their branch managers and key distributors. Address request to nearest office of The Curtis Publishing Company.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

¶ Reaches an audience of more than a MILLION people within a 30 mile radius in one of Connecticut's most profitable markets . . .

BASIC CBS STATION

Borden Builds Story Around Famous Names

Chicago, Nov. 12.—Borden-Wieland, Inc., leading Chicago dairy products firm, is making effective use of small newspaper space in a campaign currently running in which "famous names in milk" are featured.

The advertisements, which run 60 lines on one column, follow a standard style, the signature in reverse being included in a heavy octagonal border, while the "famous name" being featured is depicted in a pen and ink drawing, and a brief description of his work follows.

Text is never more than 50 words, and frequently less. A typical piece, built around de Laval, says: "de Laval, inventor of the cream separator which we use to provide you a uniformly rich cream, fresher than it could be if we waited for nature to float it."

Sweeney New Head

John M. Sweeney has been elected president of Federated Sales Service, Inc., Boston, marketing counsel. He was formerly vice-president and account executive of Lavin & Co., Boston, and New England representative for *Time*, New York.

ARCO LAUNCHES DRIVE BACK OF NEW 'AIR PILOT'

Seek to Broaden Knowledge of Air Conditioning

New York, Nov. 10.—American Radiator & Standard Sanitary Corporation launched its second air conditioning organization as an advertiser Sunday, when initial copy of Standard Air Conditioning, Inc., a subsidiary, first appeared.

The Arco conditioner, also a product of American Radiator, is sold through the plumbing and heating trade, while the newer Standard Air Pilot will be sold through specialty outlets.

Omit "Air Conditioning"

The copy for Standard Air Conditioning will emphasize what air conditioning does for the individual and not what air conditioning is. The first advertisement was headed, "How to keep your nose clean!" and others in the series are, "You don't have to have three colds this winter," and "Are you cracking up like the furniture?"

The word "air conditioning" was deliberately omitted from headlines, when it was found that many people felt that air cooling was the chief attribute of air conditioning, and realizing that this was expensive failed to consider other phases of air conditioning.

The Standard Air Conditioning's Air Pilot can be sold for use in a single room, so that the initial cost is thereby reduced. Owners can purchase additional units as they wish.

The campaign at first will be concentrated in the metropolitan New York area, and thoroughly tested before extension into other territories. It is hoped to determine selling methods, service requirements, and extent of repeat business, which now approximates 30 percent, it is understood.

The first copy appeared in the *New York Times*, and this will be followed by space in the metropolitan editions of several magazines. Pages and half-pages will be used. The campaign is in charge of Arthur Kudner, Inc.

Seven Branches Opened

Factory-operated branches have been established at New York, Newark, White Plains, Boston, Chicago, Philadelphia, and Washington, but the main emphasis of the distribution is expected to be concentrated on independent specialty organizations, in those cities, and elsewhere.

The air conditioning industry's greatest difficulty has been to "unsell the public on its preconceived misconceptions of what air conditioning consists of," Fowler Manning, president of Standard Air Conditioning, said yesterday in an address at the Sales Executives Club of New York.

He stated that the public's contact with artificial cooling through reading about textile plants and candy factories, as well as individual experiences in theatres and railroad cars, has drawn attention to only one of 8 phases of air conditioning.

Lists Features

Mr. Manning described them as ventilation, air cleaning, air circulation, noise elimination, heating, humidification, cooling and de-humidification. The first four functions are all-year uses, and the next two are designed for cold weather, and the last two for warm weather.

Analysis of the market for air conditioning's various functions showed that new buildings and existing buildings differ in their needs, and hence in the sales approach required. A similar variation was found in separating buildings into commercial and industrial, apartment and office, and residential classifications.

Mr. Manning said that the public was found to be not willing to buy an entire air conditioning unit at once, but would rather buy its air conditioning progressively. In accordance with these findings, the company proceeded to develop a semi-portable unit, incorporating the first four functions, which are of benefit through the entire year.

IMPORTANT NEWS FOR MANUFACTURERS OF FOOD PRODUCTS

In a nation-wide survey (completed October, 1936), rural grocers ranked Country Gentleman as the most effective advertising medium in the farm and rural field by an overwhelming margin. 942 grocers in places under 10,000 gave Country Gentleman more than three times as many "firsts" as the second-place publication.

From coast to coast, in every section of the country, Country Gentleman ranked FIRST. Here is new evidence of the power of America's Foremost Rural Magazine to sell the *whole* rural market. These rural grocers *know* their customers. When they say Country Gentleman is the most effective rural magazine for advertising to their trade, you can take their word for it.

If your product is one most families can use or enjoy, Country Gentleman should be a fundamental part of your advertising plan.

COUNTRY GENTLEMAN

AMERICA'S FOREMOST RURAL MAGAZINE

THE PRIMARY MEDIUM FOR FARM AND RURAL ADVERTISING

The Curtis Publishing Company, Philadelphia, Boston, Chicago, Cleveland, Detroit, New York, San Francisco

MILTON KIEBLER

Benton & Bowles, Inc.

Here we are again! . . but this time in print instead of in person . . telling you the story of W M B D's complete coverage in Peoria and Central Illinois . . the prosperous market . . and of the results secured by 295 local and 96 national advertisers. At the first opportunity, send through your contracts and let us show you the same kind of results.

MEMBER OF CBS NETWORK

W M B D PEORIA, ILLINOIS

Reddall Named Life Insurance Week Chairman

Newark, N. J., Nov. 10.—Committees to conduct business of the Insurance Advertising Conference were announced today by Arthur A. Fisk, of Prudential Insurance Company of America. Mr. Fisk is president of the Conference, which comprises advertising and promotion representatives of insurance companies.

The program committee will include Charles E. Freeman, Springfield Fire & Marine Insurance Company, Springfield, Mass., and R. E. Brown, Jr., Aetna Casualty & Surety Company, Hartford, Conn.

Robert G. Richards of Atlantic Life Insurance Company, Richmond, Va., was named to the Frontier Safety Committee, and Frank J. Price, Jr., of the Prudential Company for publicity. Jarvis W. Mason of London Assurance, New York, and James A. Peirce of John Hancock Mutual Life Insurance Company, Boston, will serve on the membership committee.

David C. Gibson of Maryland Casualty Company, Baltimore, Md., was appointed to the street and highway safety committee, and Arthur H. Reddall, Equitable Life Assurance Society of the United States, New York, for Life Insurance Week.

Henry H. Putnam, John Hancock Mutual, Boston, will serve on the standards of practice committee, while Clarence A. Palmer, Insurance Company of North America, Philadelphia, is on Accident & Health Week.

The committee to co-operate with New York police towards reduction of deaths and accidents by automobiles will consist of Stanley F. Withe, Aetna Casualty & Surety Company, Hartford, William J. Traynor, North British & Mercantile Insurance Company, and Mr. Reddall of the Equitable Life.

Bank Names Houck

The First National Exchange Bank, Roanoke, Va., has appointed Houck & Co., Roanoke as its agency. Newspapers, radio and direct mail will be used.

Barde to Resort

W. L. Barde has been named advertising and publicity director for Ozark Playgrounds Association, Joplin, Mo.

TROLLEYS MAKE NEW BID WITH STREAMLINING

Chicago Debut Marked By Downtown Parade

Chicago, Nov. 12.—In line with a nationwide movement to stimulate electric transportation, the first streamlined street car made its debut here today.

Heralding the event in a vigorous promotion move, full color page copy was carried in the *Chicago Herald & Examiner* and *Tribune*, with black and white color pages in the *American*, *Journal of Commerce* and *Times*. The *News* is scheduled to carry a full color page in rotogravure Saturday.

Uses Newspapers

The Chicago surface lines also ran 1,000-line advertisements in every community newspaper in the metropolitan area telling the story of the streamlined street cars.

With the competition of other transportation vehicles cutting heavily in recent years into the six-billion dollar street car industry, many of the leading electrical equipment manufacturers have been active in encouraging modernizing of surface transportation equipment throughout the country.

Other Cities Modernize

Pittsburgh, Brooklyn, Washington, D. C., Baltimore and Los Angeles are among the cities in which recent modernizing of the stream line variety has been undertaken in the electrical transportation units.

At a recent meeting of the American Transportation Association in White Sulphur Springs, the surface transportation industry was urged to use advertising to tell its story and an advertising advisory council to work through the association for co-operative efforts by the association was proposed.

The appointment of the council was taken under advisement. Officials of the Association noted that approximately $500,000 would be necessary to carry through the plan.

The promotion efforts around introduction by the Chicago Surface Lines constituted one of the most vigorous moves since this modernizing suggestion was made, with Stack-Goble Advertising Agency handling the campaign.

Parade Is Staged

"A new day in surface transportation in larger cities," was the keynote struck in the introductory insertions which centered attention on a parade staged through downtown Chicago with a coterie of company officials and guests making the maiden run.

While full delivery was not obtained, it was pointed out that 83 new cars of the streamline variety will soon be put into service.

"This new type of equipment is called a street car for want of a better name," the Chicago Surface Lines explained, "but it is no more like the street cars of today than the most modern streamlined train is like the ordinary type of railroad equipment."

The new cars were described as practically noiseless, with upholstered seats, a new ventilating system and "as rapid a pick-up as the most powerful automobile."

Heavy patronage of the new lines is evidently expected as the announcement goes on to note that the new cars can stop quickly without discomfort to standing passengers.

STREAMLINE ERA IN STREET CARS

With a nation-wide campaign under way in a new modernizing bid by electric surface transportation units, these "first" streamlined cars were introduced in Chicago last week.

Kirby Transferred

Sam B. Kirby has been transferred from the Ft. Smith, Ark., office of Malco Theatres, Inc., to the Memphis office.

TRAINING: Follow rules prescribed by coach. Get lots of rest. Eat plain, nourishing food. Wash hands often and bathe regularly with Lifebuoy Health Soap.

This boy and 299,999 more subscribe to The Open Road for Boys.

In the fall boys play football—*and how they eat!*

In the winter it is hockey—skiing—basketball—and *they wear clothes.*

In the spring, baseball has the play; with summer coming along—tennis—swimming—boats—canoeing—camping trips.

Equipment *to be bought—more* clothes. And *all the time eating far more* food than *Mr. Average Man.*

It is an interesting market, this boy market of 10 to 17 years. The Impressionable Age—Sell them today and you have a life-long customer. Boys know what they want and usually get it.

Today the boy is both seen and heard. On many products you sell him and you have sold the family. Kellogg's Corn Flakes and Rippled Wheat are foods for athletes so the family goes in training—Lifebuoy Soap is in the shower—father is told why he should buy a Chevrolet or a Ford—and so on down the line.

Open Road for Boys

729 Boylston Street, Boston
122 E. 42nd St., New York
307 N. Michigan Ave., Chicago
155 Montgomery St., San Francisco
319 W. 9th St., Los Angeles

Atlanta
. . . Is Air Minded

Atlanta stands third among all cities in scheduled flights,—24 airplanes arriving and departing daily. Last year 31,604 passengers used Candler Field. Air mail is used liberally by the 1,700 branch offices of national manufacturers located here.

Atlanta is air-minded because it is a modern, up-and-coming city. One hundred years old, Atlanta got its start as a railroad city and became the distributing center of the Southeast. It has been transportation-minded ever since.

Tune In On WSB
The Atlanta Journal Station—50,000 Watts
"The Voice of the South"

The Atlanta Journal has been kept busy for 53 years reflecting the thoughts and actions of this live market. The Journal, you know, was the first newspaper in the South and the second newspaper in the United States to own and operate its own radio station. WSB is nearly 15 years old. So The Journal is air-minded, too.

The Atlanta Journal
The Journal Covers Dixie Like the Dew
National Representatives
O'MARA AND ORMSBEE, INC.
New York, Chicago, Boston, Detroit, San Francisco, Los Angeles, Atlanta

The Greatest Number of People (Estimated at 175,000) Ever Gathered Together In the History of Boston Assembled to Welcome President Roosevelt On Boston Common, Wed., Oct. 21, 1936

Yet this vast assemblage is

LESS THAN HALF

the number of men and women who buy

The Boston Post

every day

The Boston Post has by far the largest daily circulation of any newspaper in New England.

Net paid daily average circulation for 6 months ending September 30, 1936

361,877

The people of Massachusetts have the greatest potential buying power because their per capita savings deposits are the largest in the United States.

The Boston Post has never used premiums or subscriber contests to balloon circulation. Its growth has been attained wholly through reader interest.

Tragedy Rides into Personal Advertisement

Pittsburgh, Nov. 12.—A picture of the gates of happiness opening—then swinging shut with a tragic bang—was reflected last week in a small advertisement in the "Personal Ads" column of *The Bulletin Index*, Pittsburgh weekly news magazine.

The classified department, fashioned after the *London Times*, "agony column," is open to free insertions if no profit motive is involved. The advertisement was inserted by Lorne Shay, 24-year-old. It read:

"Young man, without family, is having difficulty recovering from the death of his closest friend. Desirous of making one good friend who has the normal likes and dislikes of a person about his age. Offers nothing more than a truly sincere friendship. All replies will be strictly confidential and will be given the utmost consideration."

Three answers were received immediately, all offering the friendship young Shay sought and one saying, "what the future might hold—let us hope—is agreeably pleasing." The "Personal Ads" editor called him to relay the replies—and learned the young man had just been found dead in his garage of carbon monoxide gas.

UNUSUAL DEMAND BRINGS SELLOUT OF ANTI-FREEZE

Prestone Shortage Evidences Cold Weather Boom

Chicago, Nov. 12.—Increased demand for winter automotive products was emphasized this week with the sapping of the supply of at least one leading anti-freeze solution maker before the first cold spell had a chance to make its grip firmly felt.

The "sellout" was experienced by Eveready Prestone, product of National Carbon Co., New York, which reports from retailers in various parts of the country where winter automotive supplies are used, stressing the heavy demand.

At the same time, Zerone, produced by E. I. du Pont de Nemours & Co., Inc., relatively new to the field and a leading competitor in the non-alcoholic anti-freeze solution category, was adequately stocked, officials here reported, but demand was running more than 70 per cent over last year.

The arid position of National Carbon had a naturally stimulating effect on other competitive products in the field. Figures on actual sales among the alcohol solution and non-alcoholic solution manufacturers were lacking, but the power of a consistent promotion, such as has been carried on for the National Carbon product, was manifested in the current situation.

Show Steady Increase

While various other brands have been introduced, Eveready Prestone had probably made the most notable success in creating directed demand for the permanent type of winter radiator fluid. With a steadily increasing sales over the 10-year period in which the product has been marketed, the increasing competitive situation in the field was marked by a co-operative drive staged last year by manufacturers of denatured alcohol for use as an anti-freeze in radiators, with the seven participating companies claiming at the time that this portion of the industry sold 75 per cent of the market.

The campaign was based on the assertion their products do not form gum in the motors, do not leak at loose fittings or into the engine, do not disintegrate chemically while in the cooling system and are economical.

New Autos Help

In the non-alcoholic field, several factors have contributed to strong promotion. One of the most important, probably, has been increased refinement of automobiles themselves with radiators more solidly constructed and leak proof.

Another factor pointed to by dealers in the field is the movement toward abandoning obsolete vehicles with the new replacements containing better reservoirs for the more expensive anti-freeze solutions.

A third factor, of course, is the increased number of automobiles in use this year over last year. With automobile sales booming, a correspondingly bigger market for automotive products has been created.

Jobbers and retailers in winter automotive products in Minneapolis, Minn., contacted by a representative of the Irving-Cloud Publishing Co., Chicago, reported sales during the current preparatory season running far ahead of last year while in Kansas City sales so far are reported already 75 per cent or more ahead of the entire season last year.

Lempert Shifted

Alexander Lempert, formerly of the sales promotion department of Liberty Mutual Insurance Co., Boston, has been appointed editor of the Safety Education Division, in charge of publicity. Robert Mattox, formerly with R. D. Northrop Co., Boston, succeeds Mr. Lempert in the sales promotion department.

Callahan to NAB

Leonard David Callahan, Department of Justice attorney, has joined National Association of Broadcasters as assistant to James W. Baldwin, managing director.

NOW... *over* 1,000,000

A big dividend for advertisers! Circulation of 853,000 increases . . . passes the 1,000,000 mark!

QUANTITY+QUALITY=UNIQUELY ATTRACTIVE MARKET

Glance over these interesting figures—they give you in sharp, vivid outline a factual picture of the *quality* of this great market.

92.9% ARE ACTIVELY EARNING

And the remaining 7.1% includes all who are retired on income. Altogether, an amazing record of employment and buying power!

33.5% OWN THEIR OWN BUSINESS

A great dealer market! 24.6% of these dealers are in the automotive field alone. 20.7% are engaged in merchandising foods. 16.6% are in sales and service phases of the great apparel (including jewelry) industries. 11.4% own drug stores and barber shops.

85.5% A FAMILY MARKET

Compare the marital status of this market—85.5% married—with 60% marital status of the United States as a whole (U. S. Census 1930.)

74.5% of these families have children—as compared with 61.2% U. S. families having children (U. S. Census 1930.)

Feminine readership—yes! Add to your circulation figures more than half again as many—63.6%. This 63.6 represents feminine *plus readership*—wives, mothers, sisters, daughters, who read The American Legion Monthly.

52.2% OWN THEIR OWN HOMES

And whether they own or rent, in their homes you find:

41.5% own automatic refrigerators
86.0% own radios
87.2% carry life insurance
72.8% have their own passenger automobiles

The American LEGION MONTHLY

CONTACT THIS GREAT AND GROWING MARKET AT SURPRISINGLY REASONABLE COST

1 PAGE BLACK AND WHITE $1600

1 PAGE 4 COLORS (2nd OR 3rd COVER) $2300

1 PAGE PLUS 1 ADDED COLOR $1900

CHICAGO: 307 N. MICHIGAN AVE. NEW YORK: 521 FIFTH AVE. DETROIT: GENERAL MOTORS BLDG.

For More Sales to CENTRAL WESTERN BUSINESS MEN

The newspaper publishing the largest volume of coal advertising addressed to industrial users.

Chicago Journal of Commerce
"The daily business and financial newspaper of the Central West"

R. T. DOONER

EWING GALLOWAY

DIRECTED POWER

THIS PENNSYLVANIA RAILROAD "LOAD DISPATCHER"— AND THE CIRCULATION MANAGER OF MoToR— HAVE THE SAME TYPE OF JOB.

One watches meters; the other watches maps and men. One man sits at the center of the electric system of a great railroad and his fingers click keys to step up current where traffic needs it. MoToR's circulation manager just as carefully balances MoToR's circulation in every city and state to meet the selling job to be done there.

And that is important to every sales manager.

Where automotive buying power is high, MoToR's circulation is large and is proportionate to the automotive business available. Where purchasing power is lower, MoToR's circulation is smaller but still in proportion.

MoToR does more than this. MoToR *selects* its circulation for quality. It delivers to advertisers more than 57,000 highly rated, able-to-buy shops, dealers and automotive jobbers. This is the largest paid circulation in the field —and the best.

MoToR leads every other automotive publication in reader preference, editorial authority, paid circulation, advertising volume. Its forward-looking editorial policy has won for it a position of outstanding supremacy in the field of America's greatest industry.

It should be first on every automotive advertising list.

MoToR

The Automotive Business Magazine

572 MADISON AVENUE • NEW YORK

Agency Heads See Business Rise Pressed

Chicago, Nov. 10.—Advertising agency presidents, with the election out of the way, and the public confidently responsive, continued this week to envision eager business progress.

Commenting on the outlook with the election in the background, more optimistic expressions were added to the telegraphic poll conducted by ADVERTISING AGE.

David M. Botsford, president of Botsford-Constantine & Gardner, Portland, Oreg., declared:

Many New Accounts

"Our clients are optimistic on the future and many are increasing appropriations for next year. One concern, starting advertising this fall in a great consumer industry where little national advertising has been done, is meeting with outstanding success. He is obtaining wonderful co-operation from the biggest department stores on the strength of a promotion plan, without a retail advertising subsidy.

"There will be many new advertising accounts on the Pacific coast in the next twelve months."

A. Walter Seiler, president of Cramer-Krasselt Company, Milwaukee, Wis., added his voice to this optimistic picture.

"There is every indication," he said, "that business will be increasingly good the remainder of this year and all of next year."

Ayer & Son Appointed by Armco, Barber

American Rolling Mill Co., Middletown, O., has appointed N. W. Ayer & Son, Inc., Philadelphia, to handle its advertising. The Armco band will return to the air for a series of Sunday evening broadcasts over the National Broadcasting Company's blue and Pacific coast basic networks beginning Nov. 29. Trade papers will also be used.

The Barber Co., Inc., Philadelphia, formerly General Asphalt Co., manufacturer of roofing material, has appointed the Ayer agency.

Kroger Sales Up

An increase of $700,650 in sales of Kroger Grocery & Baking Co., Cincinnati, for the four-week period ending Oct. 31, compared with the same period of 1935, has been announced. Sales for the 1936 period totaled $18,468,742, compared with $17,768,092 for the 1935 period.

REICH STIFLING ADVERTISING, IS ATTACHE'S VIEW

U. S. Official Tells of Important Changes

Boston, Mass., Nov. 12.—Advertising in Germany has changed a great deal during the past ten years, principally due to the ascendency of the Nazi party, Douglas P. Miller, acting United States commercial attache in Berlin, who held conferences with New England business men here this week, told ADVERTISING AGE in an interview today.

"Almost all newspaper advertising is limited to party publication," he said. "The main Nazi newspaper, increased its advertising 15 times when the National Socialist party came into power. Business men felt that it was smart business to advertise in the official newspaper. Tremendous increases in advertising occurred in almost all Nazi papers throughout Germany, but advertising generally has faded to a shadow of its former self.

"Germany was forging ahead under the stimulus of American advertising agencies which did a flourishing business before the Nazi party came into existence," he said. "But now, American agencies are all out of Germany. The Nazi party influenced agency development within the country. The famous Rudolph Mosse Advertising Agency, which was one of the largest in Germany, lost almost all its business due to its Jewish ownership, while the Alla Agency, another large firm, has maintained its position in the advertising world mainly because of its Nationalistic affiliations."

Newspapers Declining

Discussing newspaper circulation, Mr. Miller asserted that the papers have had tremendous losses in circulation because of Nazi censorship. "People like to read different papers for different news items or different points of view. But with a strict censorship all papers are alike in contents," he said.

One-half of all the German dailies have ceased publication in the last three years and the rest have shown great losses instead of increases in circulation.

Mr. Miller attributed the loss of advertising lineage in German newspapers in great measure to the Nazi attitude toward chain stores and department stores which were the backbone of German newspaper advertising.

"While newspapers have been dealt a severe blow, billboards and electric sign advertising has been progressing," he asserted.

Commercial broadcasting has been completely ended, he reported. While it had never been as extensive as in America, at one time a single hour in the morning was allotted to commercials. Now all programs are official programs and are used for propaganda purposes, in the main.

"No Room for Others"

"Summing this up in another way, one may say that the government is doing all the radio advertising and there is no room for others. Right now the best and biggest advertiser in Germany is Goebbels," Mr. Miller ventured.

Because of the unsympathetic attitude of the Nazi party toward consumers' co-operatives the movement has been on the decline, he said, due to the fact that the consumers' co-operative movement had been closely identified with the Social Democratic Party and the old Trade Unions.

The attache in Berlin pointed out, however, that the philosophy of the consumers' cooperatives and the Nazis have enough in common to warrant a hope for comeback of the cooperative movement. The decline of consumers' cooperatives is not preventing the organization of producers' cooperatives under the Nazi party, however, especially in dairy and agricultural lines, where such organizations are operating successfully.

Advertising Going Backward

"German advertising in general is going backward instead of forward," Mr. Miller stated. He attributed this decline in advertising technique to the lack of American stimulus which once was a powerful factor in the development of German technique in advertising.

Holding a hope for advertising recovery in Germany, Mr. Miller said, "Advertising will come back but it will take a long time. We cannot look forward to much advertising expansion in the next few years. The entire publicity and news realm needs a new fresh basis from which to begin its rise."

Mr. Miller praised American advertising as the best in the world for pushing new ideas.

The lack of advertising in Germany has brought about a decline in consumer goods, because the people cannot pay for them. Industry, however, has been stimulated by the government with a resultant vast increase in the production of producers' goods. The Germans have built plenty of machinery, but in the production of wearing apparel, shoes and other necessities there has been a definite lagging behind, Mr. Miller declared.

ADDS HOSIERY

Backed by large space newspaper promotion, Walgreen Drug Stores, nation-wide chain, is testing hosiery sales in 10 stores as an addition to its retail offerings.

Fraternity Magazines Open for Advertising

Forty national college fraternity and sorority magazines will open a limited number of their pages to national advertisers next spring, Fraternity Magazines Associated, newly-organized representatives, announced. Combined circulations, numbering 350,000 paid member subscribers, will be available through one order.

Stewart S. Howe, 1618 Orrington Avenue, Evanston, Ill., is director and Albert M. Wharfield has charge of the New York office at 52 Vanderbilt Ave.

October Sales of Ward Set Record

October sales of Montgomery Ward & Co., Chicago, were the largest for any month in the company's history, the total for October being $45,455,404, compared with $35,897,447 in October, 1935.

This is an increase of 26.63 per cent for the year.

Twyman to Piel

Kenneth D. Twyman has resigned as general sales manager of Hoffman Beverage Co., Newark, to become vice-president of Piel's Brewery, New York. He will have charge of sales, advertising and merchandising.

Two SPECIAL PAGES *for* CHILDREN

Every day, The Christian Science Monitor prints stories, pictures and features for children . . . and every week a Children's Page, also a Young Folks' Page. The material is obtained from the best sources . . . free from sensationalism . . . encourages good fun and humor . . . wins the confidence of parents and educators.

A home newspaper, a world newspaper, a TRUSTED newspaper—the Monitor is a good newspaper to use to reach responsive buyers.

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society,
Boston, Massachusetts, U. S. A.

BRANCH OFFICES: New York, Chicago, Detroit, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami . . . London, Paris, Geneva

A DAILY NEWSPAPER FOR ALL THE FAMILY

International Advertising

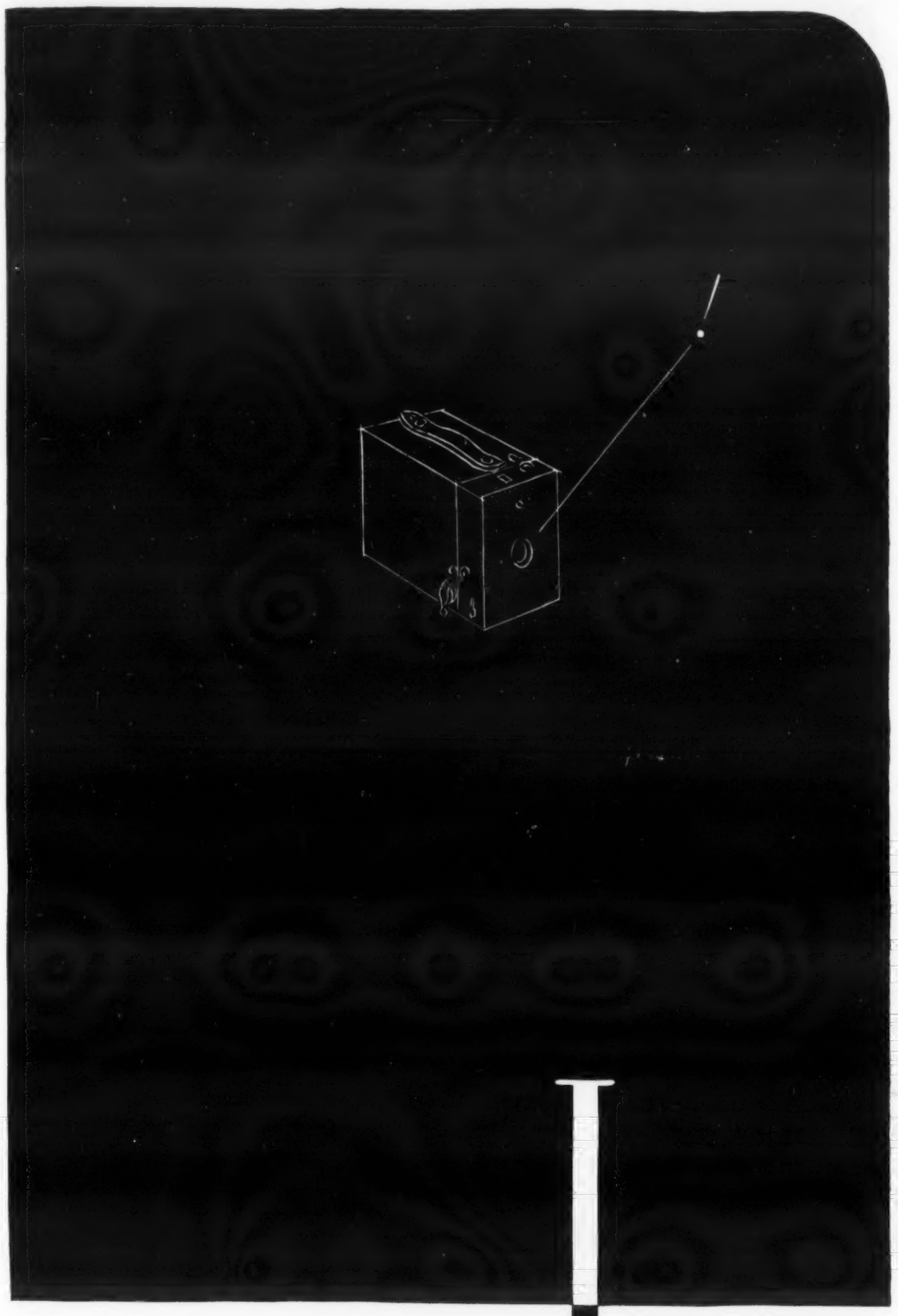
For over three decades we have been privileged to serve American firms of international reputation in planning and executing overseas sales and publicity campaigns.

Included among our clients:

Alemite Corporation	Chicago, Ill.
American Pad & Textile Co.	Greenfield, O.
Chappel Bros. Inc.	Rockford, Ill.
Galion Iron Works	Columbus, Ohio
The H. W. Gossard Co.	Chicago, Ill.
The Jeffrey Mfg. Co.	Columbus, Ohio
The Simmons Co.	New York-Kenosha
The Sisalkraft Co.	Chicago, Ill.
Stewart-Warner Corp.	Chicago, Ill.
Waukesha Motor Co.	Waukesha, Wis.

We shall appreciate the opportunity of discussing your problems with you.

J. ROLAND KAY, INC.
(Founded 1903)
100 East Ohio Street
Chicago, U. S. A.



IT CLICKS....

The shutter winks. The cameraman scurries. Another news picture is headed for the darkroom.

10,000 such pictures—many by wire,* dirigible or express liner—pile up each week on the desks of NEWS-WEEK editors. To supplement the pile, 400 photographers, world-scattered, are on 24-hour call for special NEWS-WEEK assignments.

This extensive (and expensive) photo-gathering organization is only one reason why NEWS-WEEK pictures are consistently setting new highs in weekly journalism. Out of 10,000 prints, only 80 or 90 will measure up to NEWS-WEEK'S "musts." (A picture *must* show action when the subject is capable of action. It *must* be timely. It *must* clarify and enliven the reader's understanding. It *must* carry full weight in telling the story.) Into the discard go the static shots, the merely decorative, the merely sensational or bawdy.

Readers (more than 200,000 now) . . . and advertisers . . . have verified the success of NEWS-WEEK'S fact-and-picture formula. It clicks!

NEWS-WEEK

*The first magazine in the world to send and receive photos by telephone as a part of its regular editorial operation.

'CANNED' SALES TALKS ARE O. K., A. M. A. IS TOLD

New York, Nov. 13.—Vigorous use of condensed pictorial standardized sales presentations is one outstanding trend found in a survey and analysis of effective sales tools, Frederick B. Heitkamp, of American Type Founders, Inc., told the American Management Association at its marketing conference here today.

Discussing "canned" sales talks, he said that a standard approach and a proper marshalling of the facts is desirable, but freedom of expression must be preserved.

"The trend is definitely toward a standard presentation of approach, method and actual sales talk," he said. "Many companies heretofore believing they could not use a canned talk, find it profitable to standardize on the best and most successful individual selling ideas for an entire sales force. The ideal presentation would be one built up for each individual salesman's personality."

How to Handle Competition

Mr. Heitkamp also discussed the question of equipping men to meet competition fairly. "First of all, see that the sales force has a good knowledge of the product. That's a job! Then make available all competitive material found in current sales literature. Add to that confidential comparisons with charts, illustrations or statistical data for the salesmen's use. It is probably best to caution the men in the use of such material; very seldom allow it to be shown to the customer. We might well question the wisdom of bringing up competitive products for discussion with the customer, but if the customer initiates the question, be ready for it by knowing the competitive weakness."

A demonstration of the use of tested sentences in selling was given by Elmer Wheeler, president, Tested Selling, Inc., with some assistants, representing sales clerks and customers. Mr. Wheeler gave a number of examples of sentences which produced increased sales when applied by clerks.

He outlined also the use of tested sentences as a merchandising tool, as when applied by a radio set salesman in explaining differences between various sets made by the same manufacturer.

Tells of Marginal Balances

G. Charter Harrison, of G. Charter Harrison Associates, discussed marginal balances, a principle in accounting and budgeting. He defined it as the maximum amount which can be spent without loss to secure an additional dollar of sales. He contended that the marginal balance must be known or the usual profit and loss statement does not give accurate information about either profit or loss, and that without knowledge of the marginal balance no sales action can be intelligently planned.

OlivilO Tests Picture Offer in Home City

Chicago, Nov. 12.—A test campaign on OlivilO soap, in which a free 8x10-inch photograph is being offered with the purchase of four bars of soap, has been launched here by Allan B. Wrisley Distributing Company.

The offer, announced in 960-line space in local dailies Monday, will be backed by four or five small insertions to be used within the next two weeks. In addition, window and counter displays in which an actual photograph of the type being given away is featured, are appearing in some 6,000 retail outlets where the soap is sold.

The company has arranged with local photographers to honor four OlivilO toilet soap wrappers, with a photograph certificate being distributed by dealers, for the photograph, which may be of any member of the family.

No special pack of four bars, and no special prices are being advertised in connection with the offer, which may be extended to other cities throughout the country where OlivilO has distribution if the Chicago test proves successful. Behel & Waldie, Chicago, are in charge of the campaign, with S. T. Claflin the account executive.

A similar tie-up with local photographers was used two years ago by Procter & Gamble Company on behalf of Camay soap, extensive promotion being put behind the plan in scores of cities.

Studebaker Has Best Month in 12 Years

Studebaker Corporation sold 12,152 passenger cars and trucks in October, according to Paul G. Hoffman, president, marking the best October sales in 12 years and exceeding every month since March, 1929.

Total sales for the year to date are reported as 75,451, an increase of 82 per cent over 1935.

Eddy Joins A. S. M. E.

Glenn H. Eddy has been appointed Midwest representative of *Mechanical Engineering* and *Mechanical Catalog*, New York, succeeding the late J. B. Patterson. Mr. Eddy's headquarters are at 205 W. Wacker Drive, Chicago. He was formerly advertising manager of Ohio Brass Co., Mansfield, and was with Link-Belt Co., Chicago.

Brown Shifted

Charles B. Brown, formerly manager of the New York office of American Tissue Mills, Holyoke, Mass., has been appointed general sales manager, succeeding the late Paul E. Graves.

JOINS LA SALLE

Edward E. Johnson has been named to direct the LaSalle University Corporation Service now being expanded to the retail field.

Widen LaSalle Service to Take in Retail Field

Chicago, Nov. 11.—Plans for expansion of LaSalle Extension University Corporation Service into the retail field were announced today with the appointment of Edward E. Johnson as director of the service.

Mr. Johnson recently returned to this country after serving more than a year as general manager of Great niversal Stores, Ltd., London retail store chain. He formerly was merchandising manager of Federated Stores of America, operating manager of Burry Stores and merchandising manager of 145 Montgomery, Ward & Co., stores.

LaSalle Corporation Service hitherto has specialized in training programs for such organizations as Chrysler Motor Co., Standard Oil Company of Indiana and General Electric Co. Under the new setup service will be extended to retail organizations.

Cleveland to Make City Report Legible

The city of Cleveland, through Mayor H. H. Burton, has retained Gilbert Farrar, typographical counselor of American Type Founders, as advisor on the annual city report.

Joins Pure Oil

J. B. McLaughlin has been appointed advertising manager of Pure Oil Products Co., Chicago. He was formerly with Metropolitan District Realty Trust Co., Chicago.

Dog Food to M-S-R

Morris-Schenker-Roth, Inc., Chicago, has been retained by Allied Mills, Inc., Chicago, for Wayne 17 Course Dinner, dry dog food.

"You're Engaged! How Thrilling!"

STATISTICS

The average woman marries at 22.

Of the women who marry, 95% do so before 30.

91% of all first children are born to women under 30.

65% of ALL children are born to women under 30.

While her friends admire her ring, let's focus our attention on the girl who wears it. She's about to become the purchasing agent for another American family . . . another consuming unit . . . another of those units you, in your advertising, are constantly trying to reach.

Win her for a lifetime customer NOW . . . BEFORE a competitor gets her!

One sure way to reach YOUNG women—before, during and after their engagement—is through screen magazines. In this field, Screenland Unit occupies a dominant position.

$1 puts more than 515 full-page advertisements of your product before this important audience.

SCREENLAND UNIT

SCREENLAND Chicago 400 N. Michigan Ave.

45 WEST 45th ST., NEW YORK CITY

SILVER SCREEN Los Angeles 511 S. Alexandria St.

We know our groceries, because... we read the Food Series
We know our sales points, because... we read Dollar Pullers
We know our displays, because... we read the display series
We know our customers, because... we read the Daily Shopper
All regular features of—

CHAIN STORE Management

18 East 41st Street, New York

30,000 total circulation—C. C. A.

MAGNETIC McCALL'S

December McCall's is out! . . . Like a magnet it will attract one million women to retail shopping centers. One million copies will be sold for cash, across the counter — 49% greater news-stand sales than any other women's magazine. A voluntary tribute to the magnetism of McCall's! . . . Another million and a half copies have been mailed direct. A total circulation of 2½ million to homes interested in better living and better buying.

SOLD in places where things are bought, McCall's is full of things to buy. Without a line of advertising, it would sell millions of dollars' worth of merchandise for home, table and person. Progressive homemakers depend upon its editorial — and its advertising — columns.

The nation's leading department stores follow magnetic McCall's and feature the merchandise it features — because it pays to do so. Leading department stores base displays on McCall editorial features. 139 use advertisements, mounted, as point-of-sale displays in many departments. McCall's color pages devoted to fashion outnumber those of any other women's magazine. A million women a month buy McCall Patterns. Traffic studies have revealed that they visit from two to seven departments for materials and accessories to complete the costume.

The department store is but one example of the merchandising power of McCall's. Grocery store, drug store, meat market, furniture store, electrical shop and automobile showroom know its magnetic tug that moves merchandise.

The magnetism of McCall's is stowed upon every page by editors who know *what women want.*

1 McCall's Field Editors determine women's problems through nation-wide visits with women in their homes.

2 Then McCall's Homemaking and Style authorities solve these problems with all the resources of science.

3 McCall's Editors—talented writers and artists—dramatize these findings to make them most interesting and readable.

4 And, finally, McCall's Reader Research (interviewing in the home) checks up on the page-by-page reading.

The McCall Method is logical, thorough. It means that McCall's is read, all the way through. It guarantees to advertisers high visibility for their messages, and better returns . . . *FOR ONLY THE ADVERTISING THAT IS READ CAN BRING RESULTS!*

MORE CALLS FOR

McCALL'S

THREE MAGAZINES IN ONE

MORE SALES FOR ADVERTISERS

Now twenty millions own the

The RICH MAN'S TOY

IN 1906 Woodrow Wilson, then President of Princeton University, said: "Nothing has spread Socialistic feeling in this country more than the automobile; to the country-men they are a picture of the arrogance of wealth, with all of its independence and carelessness."

Woodrow Wilson was a scholar and a seer. He could look much farther into the future than the average man. But even the most gifted and courageous have had their predictions dwarfed by the immensity of the development of American business life.

In the very year when Mr. Wilson relegated the automobile to the narrow confines of the very rich, automobile manufacturers began to advertise their horseless carriages to the ever-growing multitude of "people on the way up."

Then that vital process which has given America the highest standard of living in the world, began to operate. Increasing demand made possible mass production. Mass production brought lower prices. Lower prices attracted still more customers. The price of the average car—it had been about $1800 in 1905—fell steadily.

And advertising has done more than bring down prices. It has stimulated engineers in their quest of technical improvements. It has made these improvements known. It has helped to popularize every major motor car development from the electric starter in 1911 to the introduction of safety glass within recent years.

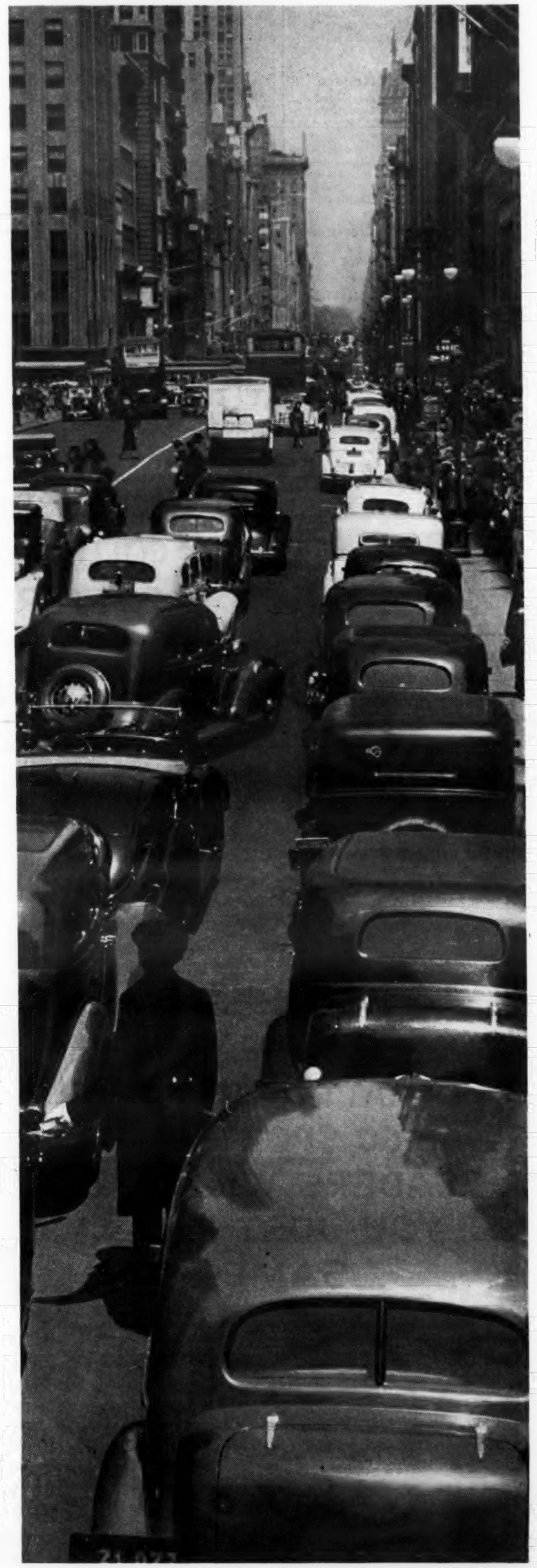
A generation ago less than half-of-one per cent of American families owned a car. Today the luxury of millionaires has become a daily necessity; twenty million families own and enjoy the "rich man's toy."

In this spectacular progress of the automotive industry, The Saturday Evening Post has been privileged to play a leading part from the very beginning. The Post has continued, without interruption, to be the preferred magazine of people—and also of advertisers—on the way up.

"PEOPLE ON THE WAY UP"

THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"



Argenzio for Self

Andrew T. Argenzio, production manager for the McGraw-Hill Publishing Company advertising department, New York, has resigned to become a partner in Argenzio Brothers, Rutherford, N. J., distributors of medical products. His successor at McGraw-Hill is William Grefe, who has served previously in the advertising department.

Gillette with "Record"

L. William Gillette has joined the New York advertising department of Manufacturers Record Publishing Company of Baltimore, publisher of *Manufacturers Record*, *Daily Construction Bulletin* and Blue Book of Southern Progress. He was formerly director of advertising of *National Geographic Magazine*, Washington.

"Conditionaire" Designed

Raymond Loewy, New York, industrial designer, has completed designs for Conditionaire, ice refrigerator manufactured by Tennessee Furniture Corporation, Chattanooga. Sparrow Advertising Agency, Birmingham, Ala., is the agency.

Agency for Gnome

Gnome Bakers, Inc., New York, specialty baked products for hotels and clubs, has appointed W. I. Tracy, Inc., New York, to handle the company's advertising.

IN NEW POST

Newly-appointed, W. L. Jeffrey heads advertising and sales promotion for Leonard Refrigerator Co., Detroit.

Gets Stove Account

Stockton-West-Burkhart, Inc., Cincinnati, has been appointed advertising agency for the Estate Stove Co., Hamilton, O., effective Dec. 1.

NEW PURE FOOD BILL WILL OMIT FTC: COPELAND

Outlines Plans for Coming Congress Session

Chicago, Nov. 11.—The new Copeland food and drugs bill, to be presented at the coming session of Congress, will probably be divided into sections for each industry affected by its proposed regulations, Senator Royal S. Copeland told ADVERTISING AGE in an interview here today.

One section of the bill will deal with regulation of purity and advertising of foods, another with drugs, and another with cosmetics, he said. The purpose of this division will be to eliminate confusion in regard to application of the proposed regulations.

Senator Copeland disclosed that he still is anxious to have authority over administration of the bill invested in the Food and Drugs Administration of the Department of Agriculture, and indicated that he would make an aggressive fight for such a provision.

Would Include Advertising

"I want control of all provisions in the bill relating to the physical welfare of the people to be in the hands of the Food and Drugs Administration," Senator Copeland declared. Advertising would fall in this group, he said.

"So far as slack filling of cans, amount of fruit juices to be contained in cans, and other like matters are concerned," he said, "I am perfectly willing that administrations of those provisions should be placed in the hands of the Federal Trade Commission."

Questioned as to the reasons for his objection to giving the FTC control over matters relating to physical welfare, Senator Copeland indicated that possible delay in FTC administration was a prime factor.

"It can take too long to get FTC cease and desist orders," he declared.

Bill In New Form

The Copeland (S.5) bill, passed by the Senate in May, 1935, prohibits adulteration, misbranding, false advertising or false labeling of any food, drug, health device or cosmetic in interstate commerce. The Food and Drugs Administration was given control.

The bill was then entirely re-written by the House Interstate Commerce Committee. Among other changes, control of advertising—except labels and package-literature—was shifted to the FTC.

The re-written bill languished before the Rules Committee and was never allowed to come up for action in the House. Organized opposition to the section placing enforcement of advertising regulations in the hands of the FTC was credited with having much to do with failure to get action before the last session of Congress ended in June.

Senator Copeland told ADVERTISING AGE that he believes the new bill will stand a better chance of passage by Congress in the new session, which starts in January. The new bill will be along the same lines as S.5 but will be better organized, he said.

Confer on Measure

The Senator and his associate in Copeland laboratories, Ole Salthe, have been holding various conferences with the food, drug and cosmetic industries, and with consumer organizations. The Senator said that rapid progress is being made in sounding out their opinions and reconciling differences.

As soon as these conferences are concluded, Senator Copeland and Mr. Salthe will start work on the draft of the new bill.

ELECTION RESULTS ANTICIPATED

Landslide proportions of the presidential election were anticipated in preparing this Atlas Brewing Co., Chicago, poster presented the day after the balloting. Henri, Hurst & McDonald, Inc., was the agency.

Bergersen Appointed

Ole B. Bergersen has been appointed sales manager of *Dry Goods Economist*, New York.

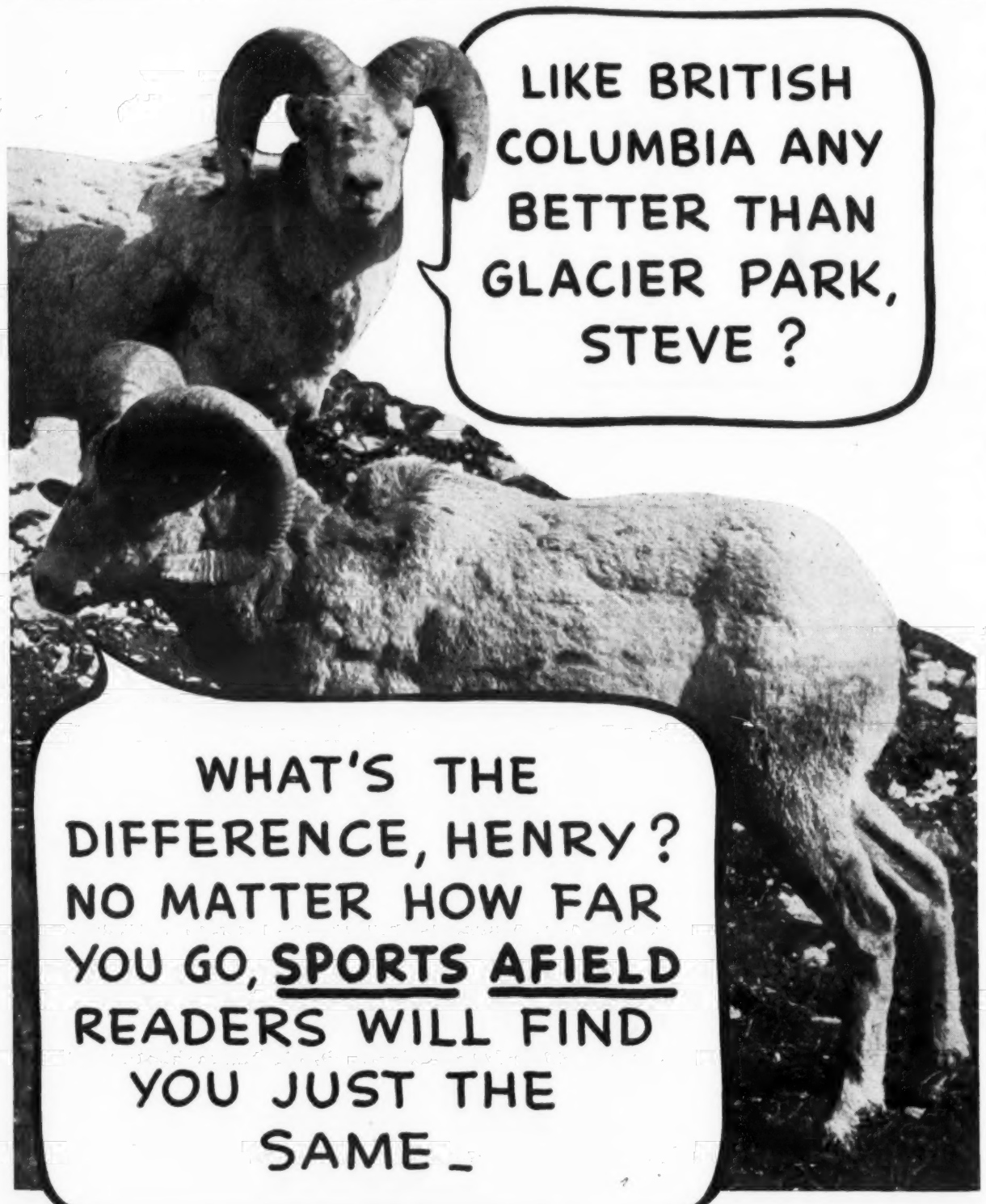
READ

We admit this head is too big for the story. It's disproportionate—too much to expect. So are the results national advertisers are getting from Newscolor printing. They get more results and direct sales than they're entitled to, considering how little Newscolor costs them.

It's surprising that some advertisers haven't yet heard of Newscolor (you know, our particular brand of four-color printing on newsprint). If one of your competitors is using our printing method, you'd better have a look at the samples we have to show.

How about it?

Cleveland Shopping News
Cleveland, Ohio


LIKE BRITISH COLUMBIA ANY BETTER THAN GLACIER PARK, STEVE ?
WHAT'S THE DIFFERENCE, HENRY? NO MATTER HOW FAR YOU GO, SPORTS AFIELD READERS WILL FIND YOU JUST THE SAME -

TRAVEL AND AUTOMOTIVE ADVERTISERS tap a rich vein in SPORTS AFIELD. The only time a sportsman isn't planning to go somewhere to hunt or fish is when he's on his way, and even then he's usually thinking about the next trip. A questionnaire sent to trap and skeet shooters who read SPORTS AFIELD, the only sporting magazine, incidentally, that carries a regular trap-shooting section, shows that each traveled an average of 21,125 miles a year by automobile, 6,438 by train, and 1,500 by air. During the last four years, SPORTS AFIELD has carried more advertising of railroads, tourist bureaus and of chambers of commerce than any other sporting magazine. Your advertisement can occupy a dominant position in SPORTS AFIELD for less than the cost of burying it elsewhere.

SPORTS AFIELD . . bags the limit of America's spending sportsmen

MAXIMUM SALES FROM WINDOW DISPLAYS

INSTALLED DISPLAYS FOR LOW COST SALES RESULTS

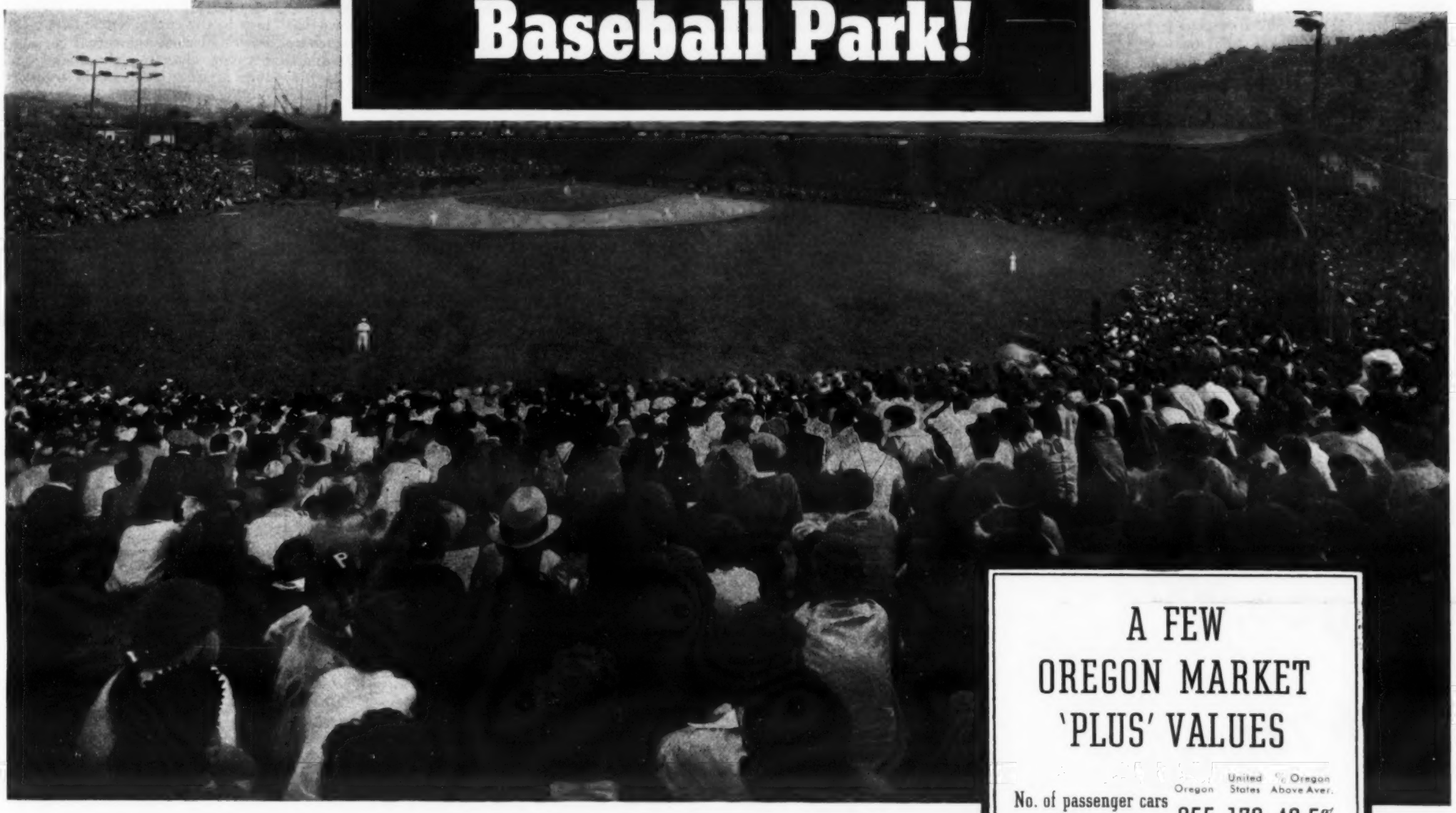
For effective window display installation service, consult a nation-wide organization which has been working as a co-ordinated group for over eight years.

Let us help you plan correct coverage, secure the choicest locations, and install all displays uniformly with true professional skill and in the time scheduled. We render national, regional or local service.

For list of our 142 Associate Offices, serving 5,886 cities and towns, write:

WINDOW ADVERTISING INC. AND ASSOCIATES
175 Fifth Ave., New York 560 W. Lake St., Chicago

7 out of 10 are Oregonian Readers at Portland Baseball Park!



The Oregonian, day in, day out—carrying more news, more features, more pictures, than any other Portland newspaper—likewise offers the advertiser more readers!

A recent impartial, cross-section survey, made by the Ross Federal Research Corporation at the Portland Baseball Park, revealed these findings:

1. **70% of those in attendance read The Oregonian regularly.**
2. **59.6% of those in attendance read the second paper regularly.**
3. **Only 31% of those in attendance read the third paper regularly.**

...And of those interviewed, 67.3% voted L. H. Gregory, the Oregonian sports editor, the most popular of ALL in the local sports field by such a wide margin that there is no basis for comparison!

With such unprecedented reader interest in the Portland field—in The Oregonian—and the fact that this great and growing newspaper now

has the *lowest milline rate*, advertisers concentrating in it are assured of lower net cost results and greater longevity of their advertising messages because it offers more *"Reader Hours"*.

A FEW OREGON MARKET 'PLUS' VALUES

	Oregon	United States	% Oregon Above Aver.
No. of passenger cars per 1000 population	255	179	42.5%
Residence phones per 1000 population (as of Jan. 1, 1935)	103	87	18.4%
Retail sales per capita in dollars ('33 census)	235	204	15.2%
Spendable money income per capita, in dollars (Sales Management survey)	574	513	11.9%
No. persons on emergency relief per 1000 population (July 1934 to June 1935)	121	156	(22.4% UNDER)

THE OREGONIAN

Portland, Oregon

National Representatives—VERREE & CONKLIN, New York, Chicago, Detroit, San Francisco.
National Color Representatives
ASSOCIATED WEEKLY, Inc., New York, Chicago, Detroit, Cleveland, San Francisco, Los Angeles.
The Oregonian operates RADIO STATIONS KGW and KEX
EDWARD PETRY & CO., Inc., *Representatives*, New York, Chicago, Detroit, San Francisco,

RETAIL SELLING TO CHANGE WITH CO-OPS---BROWN

Management Group Hears of "New Techniques"

New York, Nov. 12.—The launching of co-operative department stores would bring about the development of new techniques in selling and management and the exploration of new fields of research, Percy S. Brown, associate of Edward A. Filene, Boston merchant, and secretary-treasurer of the Consumer Distribution Corporation, told the marketing conference of the American Management Association here today.

"The primary objective of consumer co-operation is to increase the buying power of the masses of consumers in the United States," said Mr. Brown.

Although growth of the consumers' co-operative movement in America in the past has been limited to rural centers because of a lack of mass interest in urban communities, the depression and the NRA (through its Consumers' Councils) aroused mass interest in the movement, Mr. Brown declared. Another leading factor in increasing public interest was the lecture tour taken by Kagawa, the Japanese co-operative leader, who in 1933 delivered many lectures in America under the auspices of the Federal Council of Churches.

"The Best Way Out"

"We have learned from the depression that only adequate buying power can keep our machines producing and our people employed, so that every manufacturer is naturally interested in any movement which will accomplish this end," said Mr. Brown.

Mr. Brown presented a detailed plan for the opening of a co-operative department store:

How Store Will Operate

"Each store will be financed by the consumers in the trading area served by it. For example, a store in Pittsburgh would be financed by and owned by the people of Pittsburgh and nearby towns.

"The Consumer Distribution Corporation then enters into a contract with these consumer co-operative owners to organize and manage the store and to handle its buying. It is possible that in the process of financing such a store, the consumers may need banking assistance. This raises the question of the propriety of seeking financial aid outside of the ordinary banking channels.

"It is possible that such assistance may be needed because we know that privately-operated business has repeatedly been forced by circumstances to look to government agencies for financial support. All that the co-operatives ask is that they shall not be discriminated against because they are co-operatively owned. If they cannot get proper financing from banks, they insist that they have the right to such financing from the government agencies on the same basis as private-profit business may have."

NEW SALES SET-UP

Henry W. Burrit, Kelvinator Corporation vice-president in charge of sales, with new products added to household appliance lines, has created separate sales organizations for commercial and domestic activity.

Advertising to Change

Because the co-operative department store would have a loyal and continuous clientele, Mr. Brown pointed out that present retail advertising would be superseded by advertising that would be primarily institutional, informative and educational.

"Back of this advertising there must be a highly-trained sales force which knows the goods that are being offered to consumer-owners," he continued. "To facilitate this, the modern, up-to-date consumer co-operative enterprise will give the consumer all the necessary information about the good and bad qualities of the merchandise by means of tags, labels, leaflets, etc., so that customers will buy on the basis of known values and not merely through price appeal, and so that they will gradually learn to buy discriminatingly as they become better educated with respect to merchandise values."

Style Research Needed

The new co-operative department stores will be able to subordinate buying functions to selling functions, he pointed out.

"Each selling department will be in charge of a department sales manager whose duty it will be to be on the selling floor continually in order to see what the customer-owners buy and particularly what they want to buy and cannot buy.

"It will no longer be possible for buyers to put in stock goods which they think the consumers ought to buy, and then resort to high-pressure salesmanship and high-pressure advertising to dispose of the goods when they have made a mistake.

"With highly-styled merchandise you cannot wait for consumer demand to determine what and when to buy. In such a case, the buying organization will stock such merchandise in advance of demand."

The development of such a system would lead, in the opinion of Mr. Brown, to a new field—that of style research.

"There is undoubtedly," he continued, "a real consumer demand for changing styles. But there also seems to be artificial, producer-inaugurated demand for such changes—very expensive and often unsatisfactory to the consumer. Should style research disclose the actual correlation between changing times and changing styles, incalculable economies might be expected."

COMMERCE GROUP WARNS OF CO-OPERATIVE "BAIT"

Chicago, Nov. 12.—Credit unions formed with the assistance of employers for the purpose of aiding employes in obtaining small loans are actually stalking horses for the consumer co-operative moment, a statement issued yesterday under the joint signatures of the Illinois Chamber of Commerce and the Illinois Federation of Retail Associations charges.

The statement warns employers of the necessity for watching development of the credit union program in their plants if they intend to check subsidized co-operatives.

"Business and manufacturing concerns have been induced to form credit unions, and through their faith and support, the movement has grown materially in this country," the statement says. "Now the credit union is being used as 'bait' and the manufacturers are contributing to a system that aims at their eventual elimination.

Time to Wake Up

"Business will find one day that it had brought about its own destruction unless it dispels the idea that because employers are for the credit union movement they are also for the consumer co-operative."

Encouragement of so-called "wholesale buying" by employees is inviting acceptance of the subsidized and tax-exempt consumer co-operative, the statement charges, because the buying club or "special price privilege is but a form of consumer co-operative." The "buy it wholesale" tendency and the current trend in credit unions can be checked by employers with ease, it says.

The statement concludes with the assertion that the Illinois organizations do not deny the consumer co-operative the right to live, but are strongly opposed to their subsidization by government in any form, including exemption from taxes and favoritism in legislation.

Just 31 DAYS in the SOUTH

$300,000
$29,000,000
$656,722,000
$7,000,000
$2,500,000
$4,000,000

BUILDING IN SOUTH IS BEST IN 6 YEARS
Contracts Awarded in Sixteen Southern States to Date Total $656,722,000
BALTIMORE, Oct. 4.—(AP)—Construction activity in the south for the first nine months of this year reached a higher pitch than at any time in last decade except 1930 when ... pipeline construction resulted in an all-time record.

PLAN $29,000,000 STEEL PROGRAM AT BIRMINGHAM
U. S. Steel Corporation's Expansion Investment Evidence of ...

BIG SHOE PLAN LANNED HERE
... at a cost of $300,000 by the ... Shoe ... Street and ...

October Marks Tremendous Rise ... Industrial Expansion in Sout

Georgia Textile Mills Report Best Demand in Years for Goods
...retary of Cotton Manufacturers' Asso... ...siness for Last Several Months Has ... and That Fall Outlook Is Fine.
...YER, ...ff Writer. ... industry re... and fall de... ...s yesterday, ...s announced ...rkers.
5 per cent. The Dixie Mills, at LaGrange, also posted notice of a 5 per cent increase in pay.
Base Rates Given. The Callaway ...

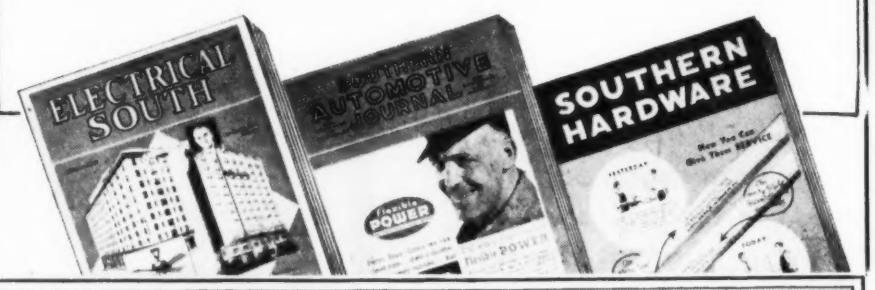
BRUNSWICK TO GET HUGE PAPER MILL COSTING 7 MILLION
Pines ... duce ... Be M... High-G...

SAVANNAH PAPER MILL READY FOR INSPECTION
Notables To Get First View of Hug... $4,000,000 ... Today.
SAVANNAH, Ga., Sept. ... The new $4,000,000 ... of the Union ... will ...

The book that is geared to the unique structure of the Southern electrical market.

The one paper that covers the whole Southern automotive field.

Open road to the merchants who average 33% better than the national figure.



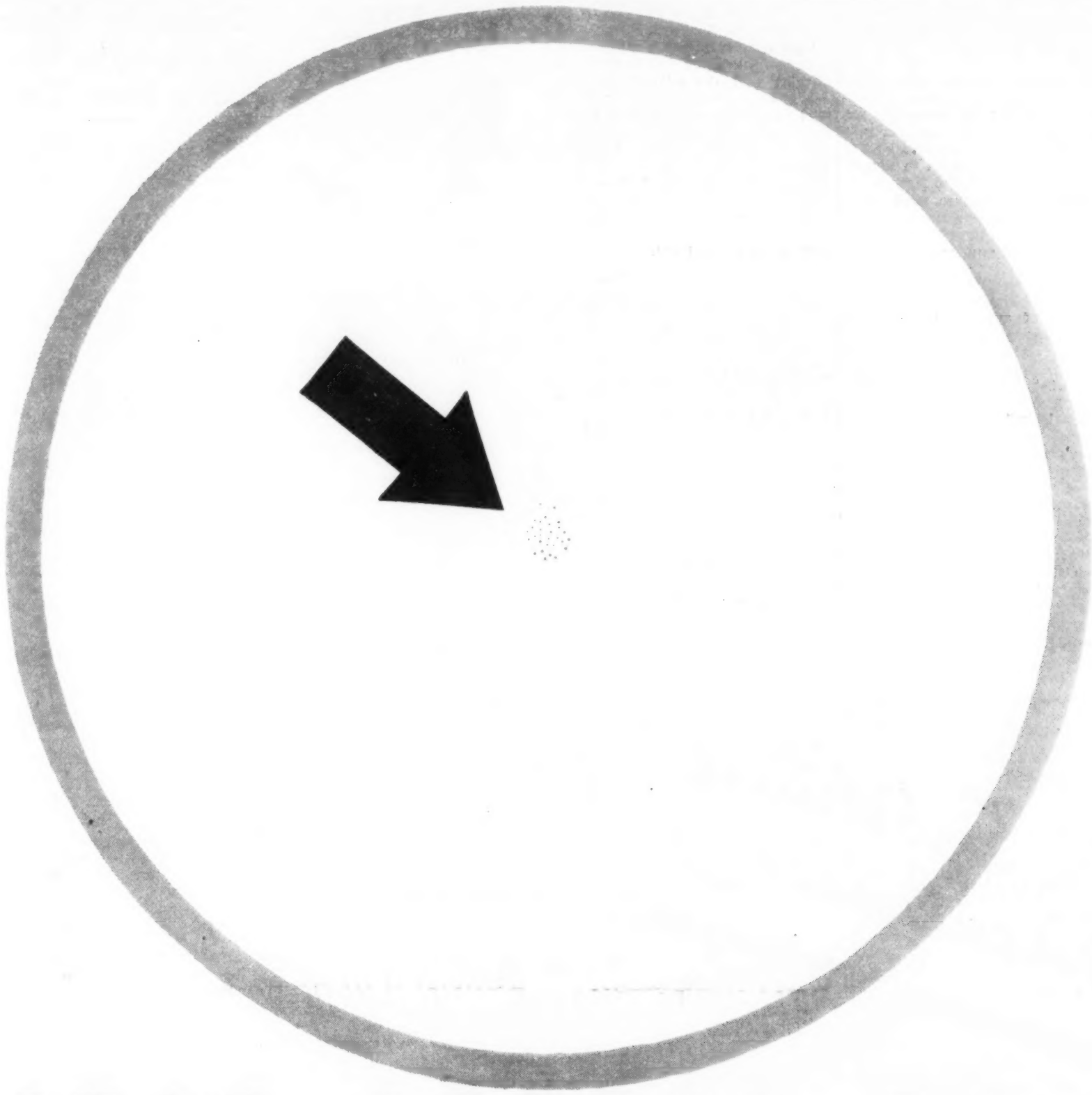
W. R. C. SMITH PUBLICATIONS
GRANT BUILDING • ATLANTA, GA. • REPRESENTED IN PRINCIPAL CITIES
COTTON • SOUTHERN POWER JOURNAL • SOUTHERN AUTOMOTIVE JOURNAL
ELECTRICAL SOUTH • SOUTHERN HARDWARE
MORE THAN THIRTY YEARS OF HELPING BUILD TRADE IN THE SOUTH

NEW DATA BOOKLET

for building products advertisers and their agencies.

If you have a building product to sell ask us to send you a copy.

American Lumberman
431 So. Dearborn St.
CHICAGO



JUST SPECKS TO YOU—

But to the sign maker — PUBLIC ENEMY NO. 1!

You have seen luminous tube signs with the "jitters"—otherwise beautifully constructed advertising units that have lost their effectiveness either through carelessness in assembling the vital components or through negligent handling on the part of the user. Any number of things, such as overloaded transformers, poorly constructed electrodes or housings, or faulty wiring, might have caused those quivering variations of light—but more than likely it was the sign makers' "Public Enemy No. 1."

These small, microscopic particles of foreign matter, if allowed to remain in a Neon sign tubing, contaminate the gases, corrode the electrode terminals and impede the steady, uniform flow of the electric current through the gas field. Consequently the sign flickers.

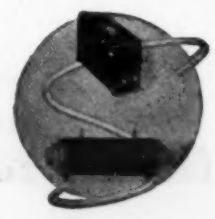
In plants where good signs are made, purification of the sign tubing is an important step in the fabrication of a Neon sign. Before the tubing is filled with gas, all moisture is evaporated and foreign matter consumed by means of a high-voltage Bombarder which sends a heavy current and from 10,000 to 20,000 volts of electricity surging through the tube.

Then, after the tubing has been thoroughly purified and all other steps in the sign's fabrication have been thoroughly and accurately checked, most good sign manufacturers take no chances on the last but not the least important step in insuring the reliable operation of the sign. They "power" it with a Sola transformer.

SOLA *Luminous Tube* TRANSFORMERS

SOLA ELECTRIC COMPANY

2525 CLYBOURN · CHICAGO



MURPHY URGES INDUSTRY TO PROTECT SELF

Advertising Managers Hear Plea for United Front

Chicago, Nov. 11.—A new "class" has arisen, and industry must unite in taking to the public the story of industry's contributions to American life, to combat current widespread criticism, W. D. Murphy, advertising manager of Sloan Valve Company, told the Advertising Manager's Club of Chicago at its clinic meeting last night.

There are many elements in America who would do away with the present system and substitute a scheme of "protection" for the so-called "underprivileged," he asserted.

"We have a new class of people in America—the 'underprivileged,'" he said. "These are not those people who have been objects of charity in the past, but those who haven't got as much as the other fellow."

The Robinson-Patman Act is an example of the protection of the "underprivileged" in business, Mr. Murphy declared. He asserted that the background of the sponsors of the bill was not such as to inspire confidence in their knowledge of the business structure, and criticized the bill as protecting the inefficient.

Cites Milk Tax

He cited the New York State milk control law, which requires producers of advertised brands of milk to charge one cent a quart more than others on sales in New York City retail stores, as an example of "protection of the little fellow who hasn't had the benefit of advertising."

Three association representatives addressed last night's clinic. In addition to Mr. Murphy, president of the Engineering Advertisers Association, Chicago, they were Charles C. Younggreen, executive vice-president of Reincke-Ellis-Younggreen & Finn, and president of the Chicago Association of Advertising Agencies; and Fred H. Bartz, vice-president and general manager of Harry Baird Corporation, and president of the Chicago Group of Advertising Typographers.

The outstanding accomplishment in industrial advertising in 1936, Mr. Murphy told the advertising managers, was the acceptance by industrial advertising managers of important responsibilities as interpreters of industry to the American public.

Formal acceptance of these new duties was made at the recent Philadelphia convention of the National Industrial Advertisers Association, he pointed out.

Gets "Fact" Ammunition

The N.I.A.A. appointed a committee to assemble facts showing the contributions of industry to America, and to develop suggestions as to what N.I.A.A. members can do to disseminate these facts individually and collectively.

Among large associations and organizations which are doing important work along this line, he said, are the National Industrial Conference Board; the National Association of Manufacturers, with its "Industry Speaks" advertisements; Ford Motor Company and General Motors Corporation.

First attacks on industry came through criticism of advertising, by such groups as Consumer's Research, Mr. Murphy said. Now all industry is under fire.

The most spectacular industrial sales increases of 1936 have been due to product redesign, Mr. Murphy asserted, citing the signal success of the White Motor Truck Company's streamlined trucks. Five hundred orders came to the company before the new trucks were placed on the market, he said.

The company's announcement campaign was extensive. Twenty-five thousand operators viewed the models at the company's branches at special showings. Direct mail went to 200,000 prospects. The company used general publications and a long list of business papers. Cost of the campaign, Mr. Murphy said, totaled $100,000.

Within 30 days after the first showings of the new trucks at the company's branches, 1,000 orders were on file. The company is now working day and night shifts. Sales in the early months of 1936 were 80 per cent over the same months of 1935, Mr. Murphy added.

Urges Closer Co-operation

Close co-operation between advertising manager and agency is essential if maximum results are to be obtained for the advertiser, Charles C. Younggreen, told the clinic meeting.

No matter how fine a job may be done on a specific account, that job is a good or a poor one in relation to the co-operation extended by the advertising manager, he said.

"On the other hand," he declared, "an advertising manager may be well grounded in the fundamental facts regarding the company he represents—he may have worthwhile ideas regarding the advertising of the product, yet may fail, because proper thinking on the part of the agency was not applied to the job."

In many respects the job of the advertising manager is one of interpretation, Mr. Younggreen said, speaking from his experience as agency executive and former advertising manager.

"The more intelligently you can transmit field information to the agency the more you are in a position to secure from your agency the advice and counsel and copy which conditions in the field seem to indicate as being most desirable," he said.

Making the most of an advertising managership is not an easy task, Mr. Younggreen declared. On the one hand the advertising manager does not have the opportunities to come in close contact with varied lines of business, such as an agency does; on the other hand, he has a decided advantage of being in close contact with the field selling organization and therefore in better position to get the "feel" of the people to whom the product is to be sold.

"It is not always possible for the agency to do this," he said. "It is possible for you. And you can secure from your agency much more because of this than you could without it. Therefore utilize this knowledge."

As a whole, Mr. Younggreen declared, advertising managers are the most under-paid group of men in the business, considering their responsibilities in wise spending of large sums.

"The advertising manager should be 'right in' with the executive group of his company," he said. "He's just as important as the vice-president in charge of sales, or production, or finance. The day when this holds true will come, but it's a slow process."

Advertising typography has often proved its ability to separate the "sheep from the goats" among the consuming public, Mr. Bartz told the advertising managers.

As a novel example, he cited recent experiences of undertaking establishments, telling how these companies found that typography was of definite aid in selecting customers who could afford the better type of funerals for their kin. Sales records, following use of typographer-set newspaper copy, told a convincing story.

A page set by a typographer commands attention, is read easily, and gets itself understood, he declared, adding that the vital function of typography is the proper setting up and display of sales ideas. The skillful typographer, he said, is able to plant a sales idea in the reader's mind without obtruding his craft upon the consumer's consciousness.

DOG SETS STYLE

Novel "reverse English" style series is being used by Martha Weathered Shop, Chicago, presenting human styles in reflection.

Dogs to Match Milady's Coat Give New Twist

Chicago, Nov. 12.—"And a little dog shall guide her." With this novel "reverse English" theme for women's styles, Martha Weathered Shop, Chicago, injected an unusual copy slant today into a new style series.

Illustration in the series features a woman leading a dog with the subtle suggestion that not any dog will do. The dog must fit the feminine costume with the merchandise getting a reflected promotion.

"What kind of a dog?" the copy asks, "We think that this is the kind of dog to wear with this kind of coat. He ought to have a nose as black as any cat's he's got a grudge against, to match the color of the black night-black that's in the coat you wear.

Matches Other Articles

"The rest of him can be brown and gray to match your walkers and your gloves and maybe your hat and bag, but his nose should be just like shiny tar to match the color of the coat you wear if this is the one it is."

The copy ends with a sales-clinching line wound around the animal, relating, "Too, he must be a thoroughbred by breeding or by heart to match the coat you'd wear . . . if you'd like to take this coat we're talking about."

There is No Substitute for Circulation

STATEMENT OF CIRCULATION

BALTIMORE NEWS·POST

for six months ending September 30, 1936

HOME DELIVERY
112,457

TOTAL CITY ZONE
172,757

TOTAL TRADING AREA
187,743

TOTAL CIRCULATION
204,735

REACHING MORE THAN 4 out of 5 BALTIMORE FAMILIES

BALTIMORE NEWS POST

and Sunday American

Average net paid circulation of the Sunday American for six months ending September 30, 1936—230,239; the largest in all the South.

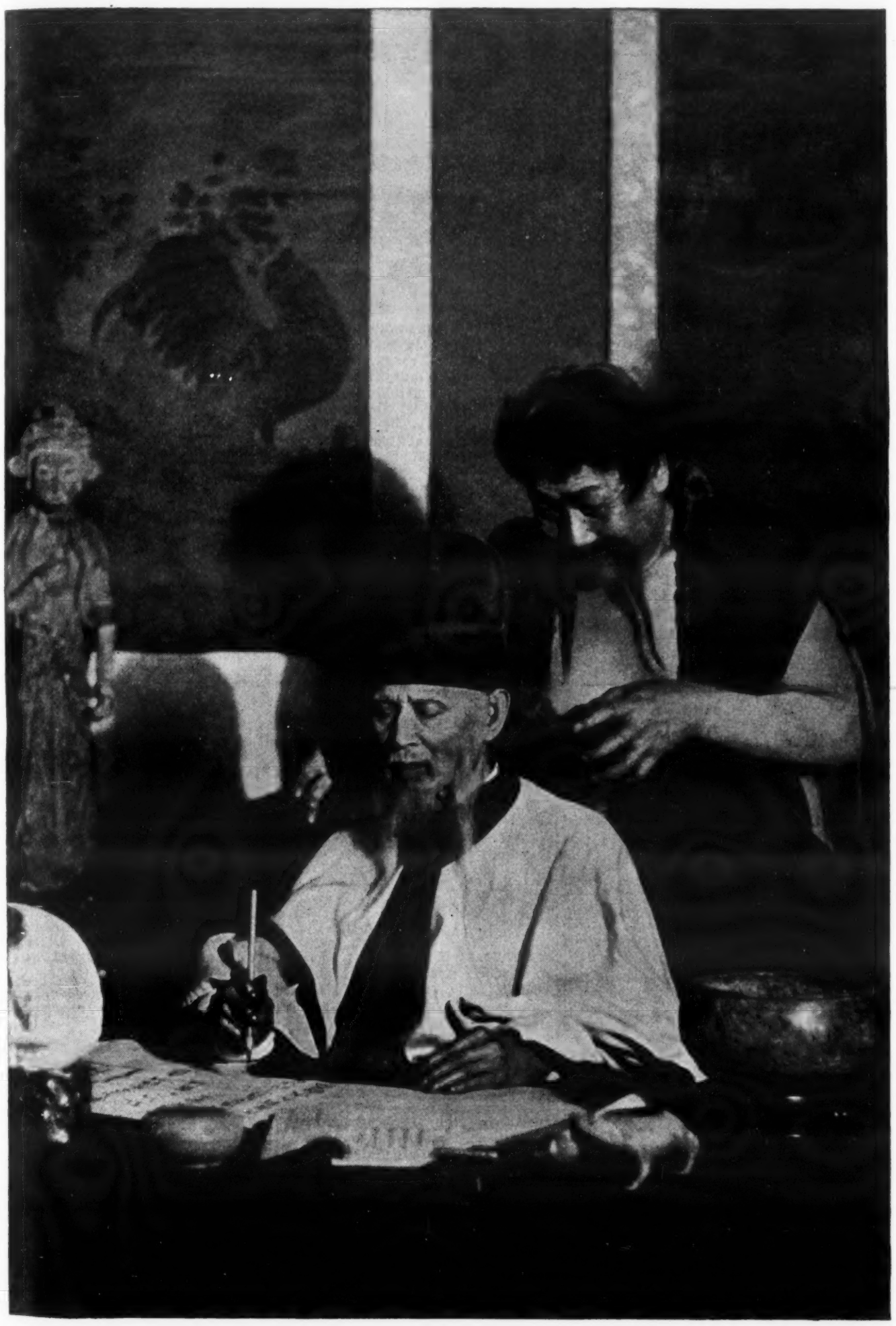
Nationally—Hearst International Advertising Service—R. E. Boone, *Gen'l Mgr.*

MEN WANT LEATHER GIFTS
PREMIUMS Write for Catalog PRIZ
BRAY & FISLER 3001 OLIVE ST ST. LOUIS

SEND *Now* FOR THIS INFORMATIVE BOOK

PORCELAIN ENAMEL INSTITUTE
612 No. Michigan Ave., Chicago
Send me a copy of your free book on Porcelain Enameled Signs.
Name
Firm
Address

Sen Chu's figures were right, but the Tartar couldn't add!



Several hundreds of years before Christ, there lived in China, a sage called Sen Chu. A great mathematician, he believed implicitly in numbers... believed that they could explain the pattern of human life, that they could foretell the future. Sen Chu compiled long columns of figures to prove China could never be invaded. His figures were right, but his answer was wrong. For Sen Chu, in the depths of his study, his brilliant calculations on the table before him, was choked to death by the hands of an invading Tartar... who could not add.

•

SOMETIMES like Sen Chu, when an advertiser lays out his sales promotion program, his figures are right but his answer is wrong. He forgets to take into consideration the "invading Tartar"...that individual who counts as "one" in a circulation total, but tallies as a meager fraction when it comes to sales.

The real power and influence that any newspaper exerts as an advertising medium in its community depend not alone upon the number of its readers but also...who they are, where they live, and why they buy the paper.

In the case of Scripps-Howard Newspapers, the *character* of their readers is determined by the very nature of their editorial and business policies.

Owned solely by the men who produce them, these newspapers are unfettered. Their sole interest is the interest of their communities. They are free to give fearless editorial expression and to print the whole news without distortion, bias or partisanship.

Such policies automatically attract active and open-minded readers, the people who influence opinion in their communities. Such policies are the chief circulation appeal to more than 2,000,000 daily purchasers of Scripps-Howard Newspapers.

Where do Scripps-Howard readers live? 91.5% of them live within the city-trading-zone of those 23 important markets in which the newspapers are published.

That has a special significance to advertisers who would avoid the profitless "Tartar" of scatteration. For the advertising dollar brings the lowest-cost sales when it is spent where the greatest buying power is concentrated.

When an advertiser uses Scripps-Howard Newspapers the *answer* is right as well as the *figures*.

•

SCRIPPS · HOWARD
NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS...AND OF MEDIA RECORDS, INC.

NEW YORK *World-Telegram*	BUFFALO . . . . . *Times*	DENVER . . *News*	BIRMINGHAM . . . *Post*	WASHINGTON . *News*	KNOXVILLE *News-Sentinel*
CLEVELAND . . . *Press*	INDIANAPOLIS . . *Times*	TOLEDO . *News-Bee*	MEMPHIS . *Press-Scimitar*	FORT WORTH . *Press*	EL PASO . . *Herald-Post*
PITTSBURGH . . . *Press*	CINCINNATI . . . . *Post*	COLUMBUS . *Citizen*	MEMPHIS *Commercial Appeal*	OKLAHOMA CITY *News*	SAN DIEGO . . . . *Sun*
SAN FRANCISCO . *News*	KENTUCKY POST *Covington edition of Cincinnati Post*	AKRON *Times-Press*	HOUSTON . . . . . *Press*	ALBUQUERQUE *Tribune*	EVANSVILLE . . . *Press*

NATIONAL ADVERTISING DEPARTMENT, 230 PARK AVENUE, NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT · LOS ANGELES · ATLANTA · PHILADELPHIA · DALLAS

To Advertise Fish With Electric Display

To get fishermen and sportsmen to stop in Stuart, Fla., the Chamber of Commerce is considering placing an illuminated display of mounted fish, tarpon and sailfish, at federal highway entrances to the city.

Photography Year-Book

"Photography Year Book—1936-37" has been issued by Cosmopolitan Press, Ltd., London, Eng., publisher of *Photography*. The book contains 464 pages including 1,000 illustrations and a special section on the use of advertising in science.

OIL MARKETING JURY HANDS DOWN NEW INDICTMENT

Madison, Wis., Nov. 10.—The federal grand jury here today resumed further investigation into alleged price-fixing by major oil companies after handing down a second indictment charging 26 companies and 46 individuals with violation of the Sherman Anti-Trust Act.

Some of the defendants in the new indictment also were named in the original true bill returned July 28 and, with several of the defendants in the first case challenging the indictment on grounds of lack of jurisdiction, the new indictment, specified the alleged "combination and conspiracy" was carried out in part within the western district of Wisconsin.

The new indictment follows the complaint of oil jobbers against what they termed uniformly restrict margins allowed them under their contracts with major companies. It charges that representatives of major companies held regular private meetings in hotel rooms over a long period of time to talk over and agree upon uniform practices in dealing with jobbers.

Defendant Listed

Corporations named in the indictment included:

Deep Rock Oil Corporation, Tulsa; National Refining Co., Cleveland; Globe Oil and Refining companies, of Lemont, Ill.; McPherson, Kans.; Blackwell, Okla.; Barndsall Refining Corporation, Tulsa; Skelly Oil Co., Tulsa.

Ohio Oil Co., Findlay; Phillips Petroleum Co., Bartlesville, Okla.; Mid Continent Petroleum Corporation, Tulsa; Tidewater Oil Co.; New York; Sinclair Refining Co., New York; The Texas Co., New York; Shell Petroleum Corporation, St. Louis; Pure Oil Co., Chicago; Gulf Refining Co., Pittsburgh; Continental Oil Co., Ponca City, Okla.; Cities Service Co., New York; Standard Oil Company of Indiana, Chicago; Socony Vacuum Oil Co., New York, and various subsidiaries, Empire Oil and Refining Co., Bartlesville, Okla.; Cities Service Oil Co., Tulsa; Wadhams Oil Co., Milwaukee, and Marathon Oil Co., Tulsa.

Name 48 Individuals

Individuals named were: Charles E. Arnott, vice-president, Socony Vacuum Oil Co.; Charles L. Jones, New York, also a Socony Vacuum vice-president; H. T. Ashton, St. Louis, general manager, Lubrite division, Socony Vacuum; A. G. Maguire, Milwaukee, board chairman, Wadhams; L. L. Marcell, R. R. Irwin, Bryan S. Rein, and Howard A. Coffin, Socony Vacuum executives; Allan A. Jackson, Amos Ball, and Hiram W. Lewis, Standard of Indiana executive; Harry D. Fruehauff, and O. J. Tuttle, Empire executives, W. H. Merritt, vice-president and general manager, Cities Service Oil.

Dan Moran, Harry J. Kennedy and L. T. Cramer, Continental executives, and Edward Karstedt and William V. Hartman, former Continental vice presidents; Frank Phillips, A. M. Hughes and H. A. Gardner, Phillips executive; C. L. Fleming and N. T. Stover, Ohio Oil executive; L. B. McCammon, Marathon general sales manager; Edward B. Reeser, Barnsdall president; W. G. Skelly and W. T. Atkins, Skelly executives; I. A. O'Shaughnessy, Globe president.

Henry M. Dawes, C. B. Watson, G. C. Morris and R. H. McElroy, Jr., Pure Oil executives; R. G. A. Vanderwoude, Alexander Fraser, L. Vaneeghen, R. D. Ebbert and P. E. Lakin, Shell executives; J. W. Carnes, vice-president, Sinclair; W. S. Rogers, H. W. Dodge, and S. B. Wright, Texas executives, Edward L. Shea and H. W. Warner, Tidewater executives, and Jacob France and Robert W. McDowell, Mid Continent executives.

PORTABLE DISPLAY CARRIES TURNTABLE

A battery-driven turntable features this new portable display of Agfa Ansco Corporation, eliminating need of an electrical outlet. Loaned to dealers, it also is equipped to permit interchange of photographic enlargements.

Pacific Coast Roto Group to Make Bow Jan. 3

New York, Nov. 12.—Formation of a Pacific Coast Group, combination of the rotogravure sections of four Coast newspapers, was announced today by D. L. Bryant, sales manager of the Gravure Service Corporation. The combination will be effective Jan. 3, 1937.

Marking the fourth Gravure Service group, the newspapers to be included are the *Los Angeles Times*, *Portland Journal*, *San Francisco Chronicle* and *Seattle Times*, with circulation as of March 31, 1936, of 709,891, and line rate to be $1.95.

Mr. Bryant also announced the opening of a San Francisco office to be located in the Chronicle Building, with Edwin C. Hedekin, formerly of the *San Francisco Chronicle*, in charge.

Other Gravure Service groups are the New England, Empire State and Greater Midwest Groups.

"Highway Pilot" to Bow

Highway Pilot, magazine for drivers, will be published Jan. 20, 1937, by Ross Woodburn and Herman Engles, publishers of *The Highway News*, at 25 S. Sixth St., Terre Haute, Ind.

GO Fourward with the Salt Lake Market

Business is the best in years in the Salt Lake Market, one of the most productive and largest *exclusive* trade territories in the United States. Retail sales in Utah during 1935 increased 43% over 1933 according to U. S. Census Bureau report just released. And sales continue to climb — particularly for Tribune-Telegram advertisers! Is *your* business taking full advantage of this four-star setup?

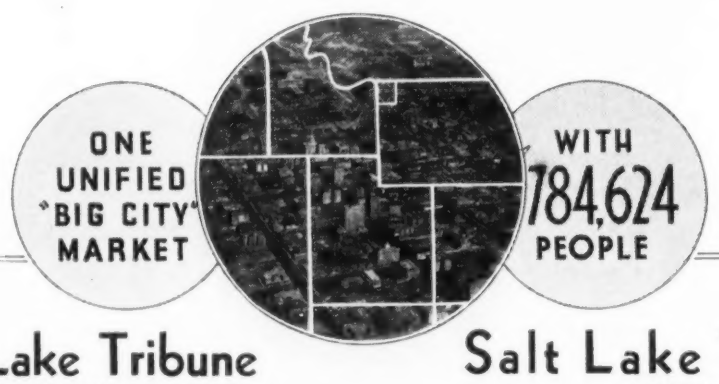
4

★ *A FOUR-STATE MARKET.* 784,624 people with a buying ability 15% above the national average per capita in retail sales.

★ *SINGLE MEDIUM COVERAGE.* The Salt Lake Tribune-Telegram is the *one* metropolitan medium effectively serving this rich, responsive market.

★ *RECOGNIZED READER INFLUENCE.* There is no other way to explain why more people pay more money for Tribunes and Telegrams than for any other *six* newspapers in this area.

★ *LOW MILLINE RATE.* Tribune-Telegram's rate per line per 100,000 circulation is one of the lowest in the publishing field.

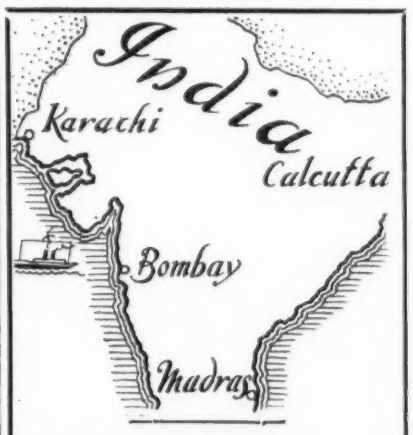


The Salt Lake Tribune
MORNING AND SUNDAY

National Representatives:
REYNOLDS-FITZGERALD, INC.
New York — Detroit
Chicago — San Francisco
Philadelphia — Los Angeles
Seattle

Salt Lake Telegram
EVENING ONLY

Color Representatives:
Member, ASSOCIATED WEEKLY
New York — Detroit
Chicago — San Francisco
Cleveland — Los Angeles



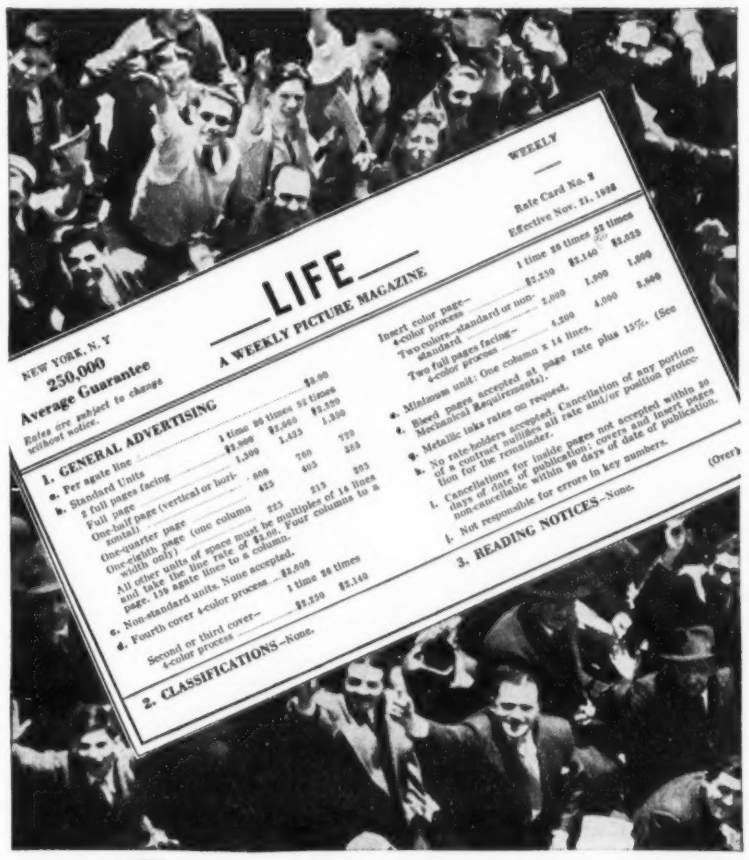
INDIAN & EASTERN ENGINEER
Published monthly in Calcutta. Established 1858. Subscribed to by government officials, mining, municipal, port, electric, railway, contracting and consulting engineers throughout India, Burma, Ceylon and the Straits.

INDIAN & EASTERN MOTORS
Published monthly in Calcutta. Official organ of the United Provinces Auto. Assn., Nilgiri and Sind Auto. Associations, Delhi and Madras Flying Clubs. Leading motor publication of India, circulating throughout India, Burma, Ceylon and the Straits. Read by all principal dealers.

INDIAN & EASTERN TRANSPORT
Published monthly in Calcutta. Subscribed to by purchasing agents of railways, managers of bus transportation systems and those in charge of fleets of motor trucks. Circulates throughout India and the East.

Sample copies and rates on request

WM. S. AKIN, Representative
308 W. Washington St., Chicago


LIFE
A WEEKLY PICTURE MAGAZINE
NEW YORK, N. Y.
250,000
Average Guarantee
Rates are subject to change without notice.
WEEKLY
Rate Card No. 9
Effective Nov. 21, 1936
1. GENERAL ADVERTISING
a. Per agate line
b. Standard Units
2 full pages facing
Full page
One-half page (vertical or horizontal)
One-quarter page (one column)
One-eighth page (one column with only)
All other units of space must be multiples of 14 lines and take the line rate of $1.00. Four columns to a page. 119 agate lines to a column.
c. Non-standard units. None accepted.
d. Fourth cover 4-color process
Second or third cover 4-color process
Insert color page 4-color process
Two colors—standard or non-standard
Two full pages facing 4-color process
* Minimum unit: One column x 14 lines.
e. Bleed pages accepted at page rate plus 15%. (See Mechanical Requirements).
f. Metallic inks rates on request.
g. No rate-holders accepted. Cancellation or any portion of a contract nullifies all rate and/or position protection for the remainder.
i. Cancellations for inside pages not accepted within 30 days of date of publication; covers and insert pages noncancellable within 30 days of date of publication.
j. Not responsible for errors in key numbers.
2. CLASSIFICATIONS—None.
3. READING NOTICES—None.
(Over)

Something missing

FROM THIS RATE CARD—

A rate card is a cold, unemotional portrait of a publication. And rightly so. Facts, not predictions,* are in order with a yet unpublished magazine whose future largely depends upon the acts and opinions of people in the world beyond its editorial offices.

One thing, however, which LIFE's rate card does not show, we believe important to mention here, since it can in no way be headed prediction. And that is LIFE's physical appearance.

It will *look* like a mighty dime's worth.

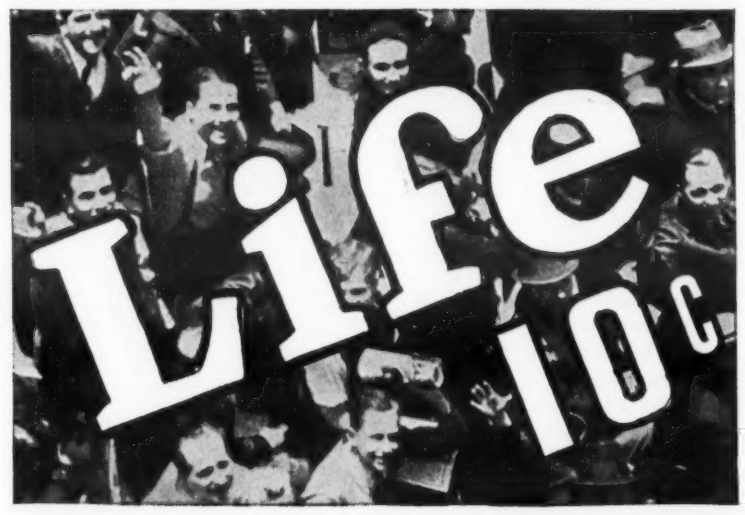
Its pages will be larger even than the leading weeklies, with handsome proportions and margins. Its paper will be fine coated stock (for letterpress) or specially calendered stock for gravure. It will be finely printed in good black ink.

Accordingly, advertisements will be able to put on better-than-usual physical appearance.

* * *

* May we venture one prediction—that this big weekly package of carefully edited pictures will tend to avoid the wastebasket until it has enjoyed considerably more than one week of existence.

ON THE NEWSSTANDS NOVEMBER 19 OR 20



EDITORIAL AND ADVERTISING OFFICES: 135 EAST 42ND STREET, NEW YORK

OIL INDUSTRY AWAITS ACTION ON A NEW CODE

Meanwhile, It Stages Fight on Duplicate Taxes

Chicago, Nov. 12.—The oil industry has presented a new code to the Federal Trade Commission and is anxiously awaiting public hearings on the proposed marketing guide, it was indicated at the 17th annual meeting of the American Petroleum Institute at the Stevens Hotel this week. A forum on marketing yesterday indicated that the industry believes that only such a code can bring order from the confusion which has followed the indictment of a large number of refiners.

C. E. Arnott, of Socony-Vacuum Oil Company, who presided at the meeting of the marketing division, asserted that under today's conditions, the industry does not even know which marketing factors can be properly discussed and which are taboo.

Fight on Taxes

No such timidity marked the association's approach to the question of taxes, however. A giant ogre, some eight feet tall, was placed in the registration hall to typify the monster which the oil men believe is responsible for many of their troubles. The American Petroleum Industries Committee has been formed to secure repeal or reduction of gasoline and motor vehicle taxes, which it is asserted, take almost as great a toll as the oil industry's payroll.

A four-page paper, "Gasoline Tax News" was circulated during the convention by the committee. Among statements made in this paper was that it is legal for any retailer to post statements showing how much of the retail price represents tax, provided the poster is factually correct.

Discussing "Trends in Legislation Affecting Marketing" Willis Crane, of the National Petroleum Association, asserted that even if heavy chain taxes had not necessitated the divorce of refining and retailing, the Social Security Act would have created the same trend. He suggested that a divorce of manufacturing and retailing will take place in states which have not discriminated against chains, as the result of the social security measure.

Under this law, he said, every manufacturer is anxious to reduce his payroll to the smallest size consistent with efficiency, and he believes there will be a rush among producers in every field to divest themselves of ownership of all but primary operations.

Percentage Basis Illegal

Discussing the new chain store decision of the Supreme Court of the United States, Mr. Crane found it interesting, but not momentous. He pointed out that the Supreme Court ruled, in the case of the West Virginia tax law that almost any penalty may be imposed on chain units provided it is a specific sum, and not based, as in the Iowa law, on a percentage of receipts.

Mr. Crane also suggested that the importance of the Walsh-Healy Act has been underestimated by many marketers. One question yet to be answered, he said, is whether the stipulations of the act embrace the entire output of companies selling any branch or department of the government. The law prohibits use of child labor or more than 40 hours of work for any employe and provides that certain minimum wages must be paid. But no one knows at present, he contended, whether all of these stipulations apply only to the goods sold to the government or to the entire output of the company.

B. L. Majewski, Deep Rock Oil Corporation, Chicago, who was also on the marketing program indicated that trade papers of the industry have been quick to criticise and said that the present situation calls for the roll of conciliator. The warring factions within the industry must be united he said if progress is to be made in solving common problems.

Wilmer R. Schuh, president of National Association of Petroleum Retailers, said that the Iowa plan makes it possible for the first time, for retailers to develop a system of scientific pricing.

"We are the only major industry in which the price has generally been figured from the retail price on down," said he. "For instance, the retailer received four cents off the retail price, the jobber two cents off the tank wagon price and so on down.

How to Reach Price

"The proper method is to figure that gasoline costs seven cents laid down in Chicago, plus the wholesale handling charge of two cents a gallon, plus the retail cost of doing business, four cents, plus four cents Federal and State taxes, which would bring us to a retail price of 17 cents a gallon. This is more in line with the method of pricing used by the grocer, the butcher, and almost all other lines."

Under the dealer marketing or "Iowa" plan, he continued, the retailer has no choice but to adopt the latter method. This will result in a change of viewpoint, he believes.

"Instead of kidding himself into believing that he has a four-cent profit on a gallon of gasoline," said Mr. Schuh, "he will begin to see that he must put into his price the cost of operating, plus a profit. This is likely to result in price stabilization, since there is no Santa Claus supplier to bear the losses, if any."

Mr. Schuh said that well-meant, but blundering interference by suppliers has militated against the success of the Iowa plan thus far.

"An attempt has been made to obtain figures on the shift in gallonage, if any, and on the relative profit under this plan," he concluded. "It has been impossible to get any definite figure. However, in sections where we find strong dealer organizations, with competent leadership, gallonage has either remained about the same or has gained. There has also been an increase in profit where such conditions obtained."

Gulf Publishing Company, Houston, Texas, published *Daily Oil News* during the convention of the American Petroleum Institute.

DOUBLE PACKAGE

HURRY TO YOUR DEALER'S
THERE'S A 1¢ SALE ON RINSO
Rinso
BUY THIS LARGE RINSO AT USUAL PRICE
GET REGULAR SIZE FOR 1¢
RINSO 1¢ SALE
soaks clothes
Don't miss this money-saving offer...
GET WHITER, BRIGHTER WASHES—EASILY
LIMITED SUPPLY—GO TO STORES FEATURING THIS OFFER IN CHICAGO AND SUBURBS

Backing large package sales, Lever Bros. employed a one-cent extra offer to housewives pointing to "handy uses" for the regular size.

New Kentucky Tax on Chains Is Challenged

Frankfort, Ky., Nov. 10.—Constitutionality of the new state Chain Store Tax Act was attacked in Franklin Circuit Court here last week by the Great Atlantic & Pacific Tea Company.

Seeking to recover $52,352 paid under provisions of the tax this year, the suit contends the tax is discriminatory and confiscatory.

The 1936 act supplanted a more moderate chain store tax law enacted two years ago. The current tax ranges from $2 a year on individual stores, to $300 for each store over 50 under common management and a flat tax of $7,353 annually on chains of 50 or more stores.

Dean with Hotel

Harry G. Dean, formerly sales promotion manager of Hotel Carter, Cleveland, has joined Hotel Raleigh, Washington, D. C., as director of promotion and conventions.

PICTURES, INC.

Scoop!

When rioters and assassins made history in London, the camera man who was on the spot and ready, made a scoop. The same trick works in advertising.

SCOOP ADVERTISING

It works—definitely—with provable results!

Advertisers in the Graduate Group scoop the purchasing of college graduates. Here's how: College graduates are loyal. They want their alumni magazines to succeed and they know they must carry national advertising or fail. Also they are not dumb. Therefore, in order to help out, they use our coupons to send us advance notice of major purchases—automobiles, tires, travel, life insurance—things like that. We send the tips to our advertisers, and their dealers "scoop the Group."

It is very simple, but it is thoroughly organized. Returned coupons brought 50,000 leads to our advertisers this year, enabling them to scoop $2,000,000 in traceable sales. More than five times as many coupons will be used next year.

There's no deception or indirection. If you advertise in the Graduate Group, the prospects announce themselves to you through us and invite your solicitation. They give you voluntarily an advantage over your competitors. You scoop them.

Scoop advertising is the most direct and productive plan ever devised to convert advertising into sales.

Send for "Little Ads from Big Agencies"—documented proof of direct sales through Scoop Advertising.

The GRADUATE GROUP

42 alumni magazines of leading American colleges reaching 250,000 graduates with one plate.

30 Rockefeller Plaza
New York

CHICAGO SAN FRANCISCO DETROIT
BOSTON LOS ANGELES LONDON

WAYNE ARTISTS CEMENT

Gal. $2.25
Qts. .75
Pts. .50
½ Pt. .35
3 oz. .20

CLEAR PURE RUBBER CEMENT

An efficient, economical paper cement, for mounting, masking and general use in the graphic arts.

WAYNE CHEMICAL CO.
4554 BROADWAY CHICAGO

STEPS-UP LOOKS OF LAYOUTS 100%

--- this new and better kind of photostat

Makes all the difference in the world—say Art Directors about the new ATLASTAT. It's hard to believe this new ATLAS creation has any relation to a photostat!

The ATLASTAT reproduces more tones and more snap than the best of ordinary photostats. Records ALL tone values from extreme blacks to pure whites and stands out in your comprehensive layouts like real photographs. Made on either MATTE or GLOSSY paper and costs but a few pennies more than photostats. Call ATLAS today for comparative samples that prove you, too, want ATLASTATS.

ONLY ATLAS MAKES ATLASTATS

ATLAS PHOTO COPY CO., General Office, 225 No. Michigan Ave.
4 Chicago Locations • All Phones FRAnklin 3470

He wanted to take Saturday off . . .

Entrance to the Holland Tunnel, about 4:22 a.m. on Saturday, November 7. The three cars in the picture belonged to an automobile dealer—who thought that one of them would be the hundred-millionth car to go through the tunnel!

Photograph, much reduced, of the medal John won. It is made of silver, by Tiffany.

Back in harness again, John obligingly poses with his medal.

(BELOW) *And here is John getting his medal from E. Morgan Barradale, superintendent of the tunnel. The officer doesn't seem to think much of the ceremony.*

JOHN ARCABASSO was going to take Saturday off. His father said it would be all right. John works in his father's drug store at 91 Eighth Avenue, Manhattan. Saturday happened to be November 7th.

John was going to spend the day in Jersey and made an early start. A little after 4:20 a. m. Saturday, John pulled up in his four-year-old car at the entrance to the Holland Tunnel. There were three toll booths open and a shiny new car standing by each toll booth. The cars just stood there, however, and John got tired waiting. So he pulled up around one of them and held out his dollar to get a toll ticket.

He got the ticket at exactly 4:26 a. m.—and also a large silver medal—as the driver of the 100,000,000th car to pass through the Holland Tunnel! (*The new cars belonged to a dealer all set to grab the publicity, but John spilled the beans!*)

The Holland Tunnel was open for traffic at 2:01 a. m. November 13, 1927. In a little less than nine years 100,000,000 cars have used the Holland Tunnel at a toll of 50c per car. And the Tunnel lost traffic when the George Washington Bridge opened.

This incident has no particular significance, but merely emphasizes the fact that any place where a hundred million cars pass in nine years must be a great market for automobiles—and for anything.

New York is—and deserves a lot more selling effort and advertising than it gets from some manufacturers.

We might add that more of these hundred million record breaking car owners can be reached through The News—than through any other medium!

P. S. John didn't take the day off. He went back to the drug store to show off the medal to his friends.

THE NEWS
NEW YORK'S PICTURE NEWSPAPER

220 EAST FORTY-SECOND STREET, NEW YORK
Tribune Tower, Chicago • Kohl Building, San Francisco

Los Angeles Building 6,000 Homes in 1936

Building activity paralleled by advertisers' results in "America's Richest Market." New Purline rates aid in concentrating on families able to buy

One hundred four million dollars in building permits were authorized in Southern California during the first nine months of 1936. It is estimated that in Los Angeles alone building permits for single-family homes this year will exceed 6,000.

Yes, business is good in Los Angeles. Even the new Purline rates of local newspapers reflect it.

Purline Rates

	Today*	1935
Los Angeles Times	$0.47	$0.65
Newspaper B	1.07	1.89
Newspaper C	1.00	1.37
Newspaper D	1.03	1.30
Newspaper E	1.16	1.87

Advertisers will appreciate the fact that The Times, with a Purline of only 47 cents, now provides an audience with much greater buying power than before, yet it offers this increased buying power AT LESS THAN HALF THE COST PER EQUIVALENT UNIT IN ANY OTHER LOS ANGELES NEWSPAPER.

Do you wonder that 544 national advertisers this year have chosen The Times as their Number One Newspaper in "America's richest market"?

*Today's Purline rates are based upon new surveys of the purchasing power of Los Angeles families, checked for accuracy against other available private and government data, and official A.B.C. audit reports of circulation as of March 1936.

For complete Purline data, write The Times, Los Angeles. Or call in Williams, Lawrence & Cresmer, New York, Chicago, Detroit or San Francisco.

The Times is America's first streamlined newspaper.

Los Angeles Times

STANDARD RATE FOR FREQUENCY DISCOUNT URGED

Radio Sales Managers Hold Sectional Meetings

Chicago, Nov. 11.—Standardized frequency discounts found almost universal backing among radio station sales managers as sectional meetings of the Sales Managers' division of the National Association of Broadcasters were staged to lay the background for the first annual meeting of the division scheduled in Chicago Jan. 18.

Meetings were held simultaneously yesterday in Chicago and New York with representatives of the North Central and North Eastern sections respectively gathering to discuss sales and merchandising problems confronting the individual stations. Other meetings scheduled were in Oklahoma City, Okla., and on the Pacific Coast.

While no precise figure was agreed upon at the Chicago meeting yesterday with respect to frequency discounts, the group, headed by Craig Lawrence, KSO, Des Moines, were agreed that definite action should be recommended to set up such standardization.

It was pointed out that advertisers and agencies should be in a position to inspect a single rate card and determine from this the frequency discount of any number of stations that might be included in a broadcast schedule. The establishment of an agreeable set figure for discounts, while they currently differ widely, was not considered by the group attending the convention as a difficult obstacle.

Argue Dual Rates

The question of retention of local-national rate differentials prompted the most heated arguments during the meeting. The North Central section members divided almost evenly on the issue.

Those favoring the dual rates advanced the argument that the local merchant, with a limited territory to draw upon, cannot benefit fully from the wide territory covered by a radio station while the national advertisers, with rural distribution as well as distribution in other urban areas covered by the station, derives considerably more benefit and should be taxed more heavily.

Countering this contention, the argument was presented that local businesses, in a position to afford radio advertising, have a number of products to sell in contrast to the single product usually promoted by the national advertiser and hence should pay the same rate with the wider coverage represented in the diversified product list he can present.

Set Time Value

Two other major angles in this dispute were injected. The smaller stations, covering only the local markets, it was pointed out, would naturally favor a single rate inasmuch as their listening area is confined to a single urban district. Stretching this argument in favor of a single rate for all sized stations the point was raised that quarter-hour time on the stations, regardless of size, has a set value, and hence, commercials should be based on this set value with a single rate.

Those attending the Chicago meeting, in addition to Mr. Lawrence, included J. Buryl Lottridge, KOIL, Omaha, national chairman of the Sales Managers' Division; William Cline, WLS, Chicago; C. T. Hagman, WTCM, Minneapolis; Randy Ryan, KMMJ, Clay Center, Neb.; W. F. Dittman, WTMJ, Milwaukee; Hale Bondurant, WHO, Des Moines; Clark Luther, WOC, Davenport, Ia.; Norman Boggs, WAAF, Chicago; Charles Caley, WMBD, Peoria; F. C. Eighney, WABF, Rock Island, Neb.; K. W. Husted, WCCO, Minneapolis; Gregory Gentling, KROC, Rochester, Minn.; Barney Lavin, Fargo, N. D.; Father Wagner, WHBY-WTAQ, Green Bay, Wis.; Joyhn Palmer, WCAZ, Carthage, Ill., and Dr. George Young, WDGY, Minneapolis.

SUGAR—UNCOATED

HERE'S SOMETHING WORTH READING ABOUT-
A NEW KIND OF SUGAR!
GRANS
THE PURIFIED RAW CANE SUGAR
WITH MINERAL VALUES RETAINED
PUT EXTRA GOODNESS ON HIS CEREAL TODAY!
GRANS

National Sugar Refining Co. has introduced a new sugar product, Grans, with a general household appeal being made in copy backed by striking children's pictures.

National Sugar Introduces New Jack Frost Line

New York, Nov. 10.—A test campaign on Grans, a new sugar product, has been launched by the National Sugar Refining Company of New Jersey, in territories adjacent to the metropolitan market.

Grans is described as a purified raw cane sugar with mineral values retained. Cream-colored, it is produced in granulated form. While the illustrations feature children enjoying jam spreads and cereals, the new product is also recommended for use with fruits, and for cooking and baking. It tastes less sweet than sugar.

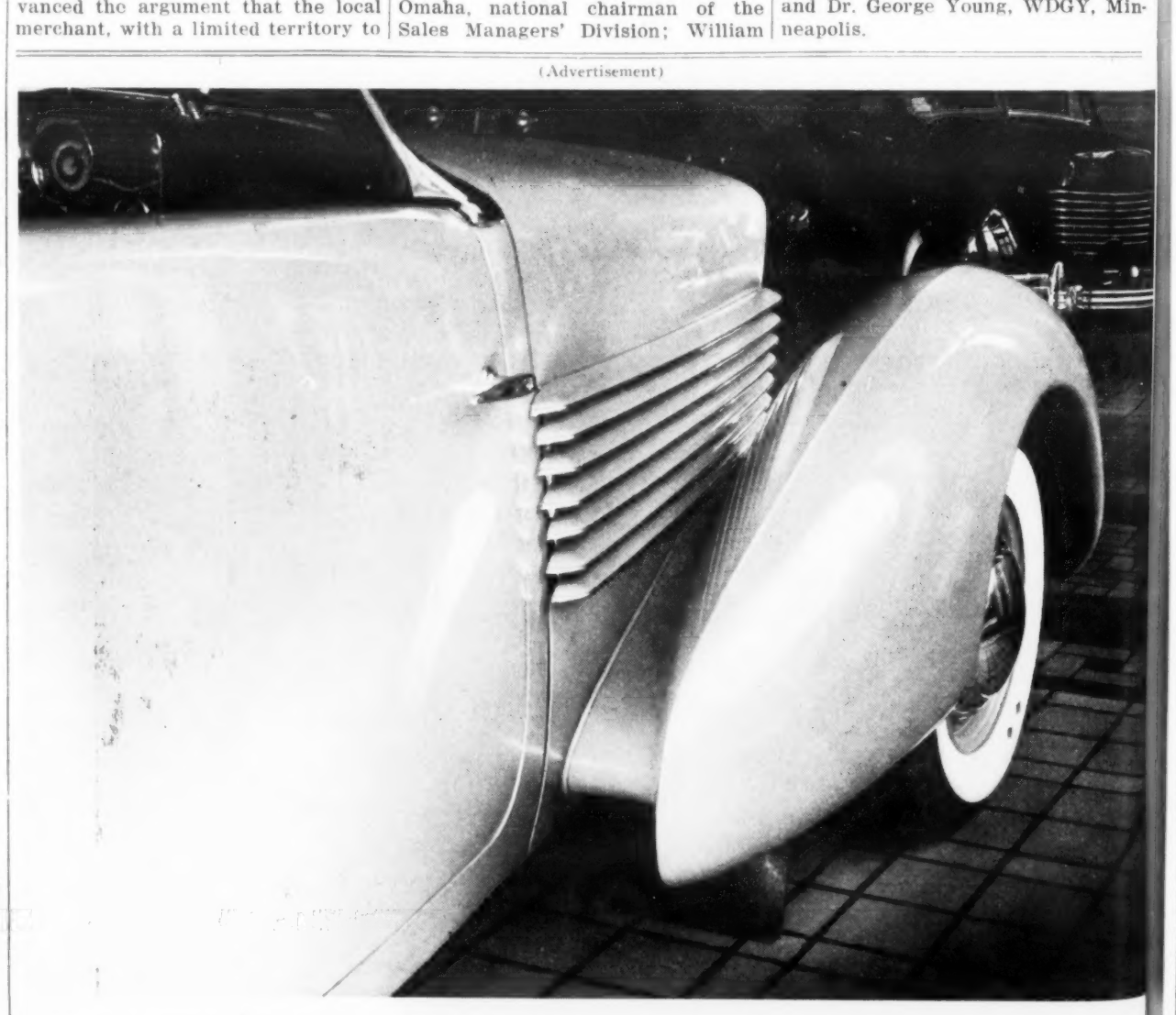
Development of Grans is stated to fit in with the vogue for natural foods, such as whole wheat cereals, and takes its place in the Jack Frost family of sugar products made by the National Sugar Refining Company. The package identifies it as Jack Frost Grans.

Copy Twice Weekly

The test campaign extends over 13 weeks, with copy appearing twice each week. Space ranges from 1,000 lines opening copy to 600 line and later 300 line insertions. Young & Rubicam is the agency.

Grans is sold at 10 cents per pound, which makes it more expensive than the ordinary types of sugar. The merchandising program includes use of demonstrators in grocery stores on Saturday mornings, when they hand out samples of cookies made from Grans.

(Advertisement)



The above photograph is one of a series in the current automobile issue of Time Magazine, taken by:
VALENTINO SARRA, CHICAGO

Stores Enlist in Film Sales Training Plan

New York, Nov. 12.—An advisory committee, representing department stores throughout the country, has been established to co-operate with manufacturers of nationally-distributed merchandise in directing employee training films, according to announcement today of AudiVision, Inc., New York.

The committee includes Edith Jamieson, consultant in salesmanship and textiles, Research Bureau for Retail Training, University of Pittsburgh; Mrs. I. F. Blood, Personnel Director, Scruggs-Vandervoort-Barney, St. Louis, Missouri; and Miss F. L. Luman, Training Director, Stern Brothers, New York City.

One of the important functions of the Advisory Committee, it was said, is to time the making and releasing of slide-film duplicates so that they will reach the stores during the months in which intensive training is going on in the sale of the product for which that film was made. Another important function will be to guide the preparation of leaders' guides and questionnaires based on each production designed to emphasize the highlights of each film and help the training director to get the greatest benefit from each release.

Stores Get Duplicates

From the manufacturer's point of view, it was asserted, this service has many obvious benefits. Instead of having regular or special field representatives arrange for one or two showings per store, the manufacturer can supply each store with a duplicate of his slide-film production.

Sponsors of the productions scheduled will be permitted to accompany their duplicates with a supply of supplementary leaflets or booklets based on their productions, for distribution to the sales personnel after showings.

January releases will provide personnel training for manufacturers of furniture, rugs, housewares, and lamps. These products reach a volume peak in February. February releases will have to do with wash goods, millinery, shoes, corsets, silks and rayons, woolens, sportswear, men's clothing, girl's wear, neckwear—all items which approach a volume peak in March.

Timed to Sales

Throughout the year, releases will be scheduled for training periods approximately one month before volume selling takes place in those items.

Participants, the company said, include Marshall Field & Company, Carson Pirie Scott & Co., The May Company, J. L. Hudson Company, Filene's, Gimbel Brothers, Strawbridge & Clothier, B. Altman, Stern Brothers, and Frederick Loeser.

Three Join Berlet

Berlet Photography, Inc., Chicago, has appointed Robert P. Hanks, Loren Marquam and Tesla Wineman Barker, the two former in the sales and contact departments and the latter as illustrator.

Smith with Wilding

Howard R. Smith, formerly editor of *Commerce*, Chicago, will join the creative department of Wilding Picture Productions, Inc., in the Chicago office, Dec. 1.

Two for Miller

M. Glen Miller Advertising, Chicago, has been appointed to handle the advertising of Decatur Cartage Co., and Continental Coffee Co., both of Chicago.

74 Exhibits at N. Y. Book Fair Attract 25,000

New York, Nov. 12.—The National Book Fair, sponsored jointly by the *New York Times* and National Association of Book Publishers, has already attracted more than 25,000 visitors who pay 25 cents for admission at the exhibit, which opened Nov. 5 and continues to Nov. 18.

Noted authors speak each afternoon and evening in an auditorium adjoining the exhibit rooms. In addition to historical items such as ancient manuscripts and inscriptions, a complete miniature paper making machine is in operation.

Display booths contain exhibits of 74 publishing firms, with attendants at each booth to provide information, and accept orders which are handled through book stores.

The Fair's directing board for 1936 is Eugene Reynal, Reynal & Hitchcock, chairman; Harold Guinzburg, Viking Press; Frederic G. Melcher, *Publishers' Weekly;* Cass Canfield, Harper & Brothers; M. Lincoln Schuster, Simon & Schuster; Stanley M. Rinehart, Farrar & Rinehart, president, and Marjories Griesser, executive secretary, National Association of Book Publishers; Waldo, Walker, Charles McD. Puckette and Harold Hall, *The New York Times.* Arthur Hays Sulzberger, publisher and Col. Julius Ochs Adler, general manager of the *Times* also joined in the work of the board.

Named Distributors for Grand Marnier

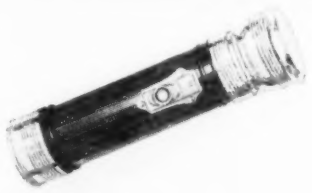
Somerset Importers, Ltd., New York, have been appointed United States distributors for Grand Marnier cognac and Grand Marnier cherry liquor.

L. H. Hartman Co., New York, is the Somerset agency.

Tonsing Adds Duties

Evan W. Tonsing, advertising manager of *Globe*, Atchison, Kans., has taken charge of both local and national advertising, succeeding the late Mrs. William B. Gill, who was national advertising manager.

EVEREADY FLASHLIGHTS

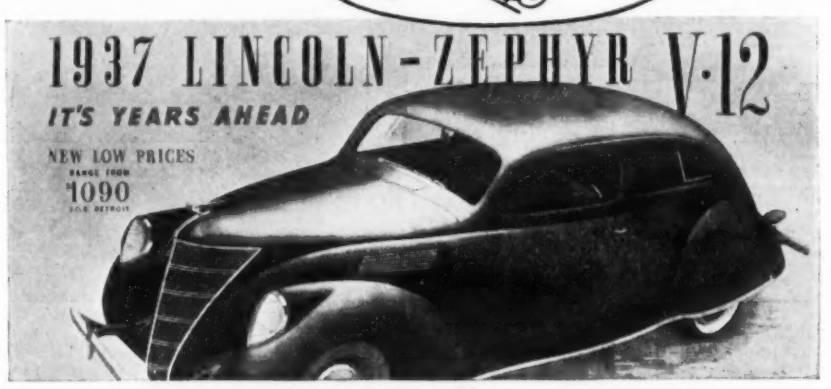


—sell in the millions *on their own.*

No wonder they're the best "selling" premiums you could use!

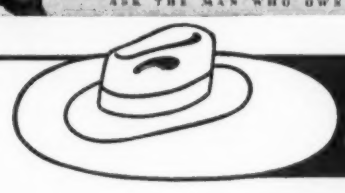
For special trade prices, write
NATIONAL CARBON COMPANY, INC.
P. O. Box 600, Grand Central Station, New York City

OUR HAT IS OFF... to the AUTOMOTIVE INDUSTRY



1937 MODELS ARE ON DISPLAY

WE salute the unfaltering courage, the sound vision and the outstanding business acumen of management, research, sales and advertising executives in the automotive industry. Leadership such as this points only in one direction . . . FORWARD



and in the RING

Posters by FORBES are produced either by direct lithography or by offset lithography, or both, as efficiency and economy dictate.

Taking the cue from their inspiring example, FORBES, with augmented creative staffs and modernized production equipment, stands ready to create and produce all forms of lithographed display material BETTER AND FASTER.

THE SHOP BY THE SEA

FORBES LITHOGRAPH CO.
P. O. BOX 513 • BOSTON
NEW YORK • PHILADELPHIA • ROCHESTER CHICAGO • DETROIT • CLEVELAND

N. I. A. A. GROUP SPENDING 2.5% ON ADVERTISING

Study Budgets of 255 Industrial Companies

Pittsburgh, Pa., Nov. 12.—Industrial advertisers spent an average of 2.5 per cent of their net sales for advertising in 1936, compared with 2.38 per cent in 1938, and in 1936 their business averaged 76 per cent of plant capacity, against 60.6 per cent in 1935, a survey of 1936 industrial advertising budgets, just released by a special committee of the National Industrial Advertisers Association, reveals.

Of the 225 companies whose figures are included in this summary, 184 reported increased expenditures, averaging 34.5 per cent, for advertising in 1936 as compared with 1935, 8 reported decreased averages 20 per cent, and 27 reported their budgets substantially unchanged.

How Dollar Was Spent

Based on reports from 255 companies, the industrial advertiser's dollar was divided as follows in the 1936 budget.

	Per Cent of Total
Business paper space	34.6
Publishers' catalogs, directories, etc.	3.6
Artwork, engravings, etc., for above	6.6
Advertising to general public and production expense for such advertising	3.6
Own catalogs and product literature	16.1
Direct mail and other promotion literature, including postage and distribution	15.3
House organs	3.1
Conventions and exhibits	3.7
Editorial publicity	0.6
Motion pictures, still films, etc.	0.6
Administrative expense	8.4
Traveling expense	0.5
Market research	0.3
Miscellaneous	3.0

In 1936 the highest percentage of sales devoted to advertising was among sellers of operating supplies, whose allotment for advertising was 3.6 per cent of sales. The lowest was among manufacturers of containers or packaging materials, whose advertising expense was 1 per cent of sales. The percentages spent by other groups was as follows:

Major equipment or installations, 2.5 per cent; accessory equipment, 2.7 per cent; fabricating parts, 2.6 per cent; fabricating materials, 1.6 per cent; process materials, 1.1 per cent; primary materials, 2.9 per cent.

Exceed Plant Capacity

The makers of primary materials were in the best position, from the standpoint of business volume in relation to plant capacity, the survey shows, with these organizations (only two of which reported) operating at 121 per cent of plant capacity.

Additional charts and tables in the publication show division of the 1936 budget for each of the groups, and for subdivisions in each group according to volume of annual sales. One interesting chart, showing advertising expense in per cent of sales by volume, rather than type of business, points out that the smaller the annual volume, the larger the percentage spent for advertising.

Companies with less than $500,000 of annual sales spent an average of 3.93 per cent for advertising, this percentage declining steadily as sales went up, until the highest group, embracing those with sales of more than $10,000,000, spent only 1.15 per cent for advertising.

The study was made for the National Industrial Advertisers Association by a committee of the Industrial Advertising Council of Pittsburgh. J. H. Waxman, Westinghouse Electric & Mfg. Company was chairman of the committee, other members being C. H. Short, Pittsburgh Plate Glass Company; H. V. Jamison, Carnegie-Illinois Steel Corporation; and D. Clinton Grove, Blaw-Knox Company.

Copies of the complete study are available in booklet form from the offices of the National Industrial Advertisers Association, 100 E. Ohio St., Chicago. The price is $1.50.

To "Transport Topics"

Harry B. Bridgman has been appointed advertising manager of *Transport Topics*, Washington, D. C.

Florida Group Seeks to Halt Fruit Program

Miami, Fla., Nov. 12.—With Florida's biggest push to sell oranges, grapefruit and tangerines already underway, the $650,000 program of the Florida Citrus Commission faced its first snag today in a suit brought here by a group of growers and packers seeking to block the advertising levy.

The protesting group applied in Circuit Court for an injunction to restrain the commission from interfering with their independent operations and enforcing a levy of one cent a box on oranges shipped, three cents on grapefruit and five cents on tangerines. The petition was taken under advisement.

Funds for the campaign are derived exclusively from the box assessment. The campaign contemplates use of 132 newspapers in 84 cities weekly, with full color pages in *The American Weekly* and *This Week*, with radio broadcasts over National Broadcasting Company and Columbia Broadcasting System for 26 weeks, car cards in 10 cities and insertions in 10 trade periodicals directed to restaurant, hotel, wholesalers and drug store operators.

Joins Kresge

Marjorie Nale has been appointed divisional copywriter for Kresge Department store, Newark, N. J.

Bigelow in Film Field

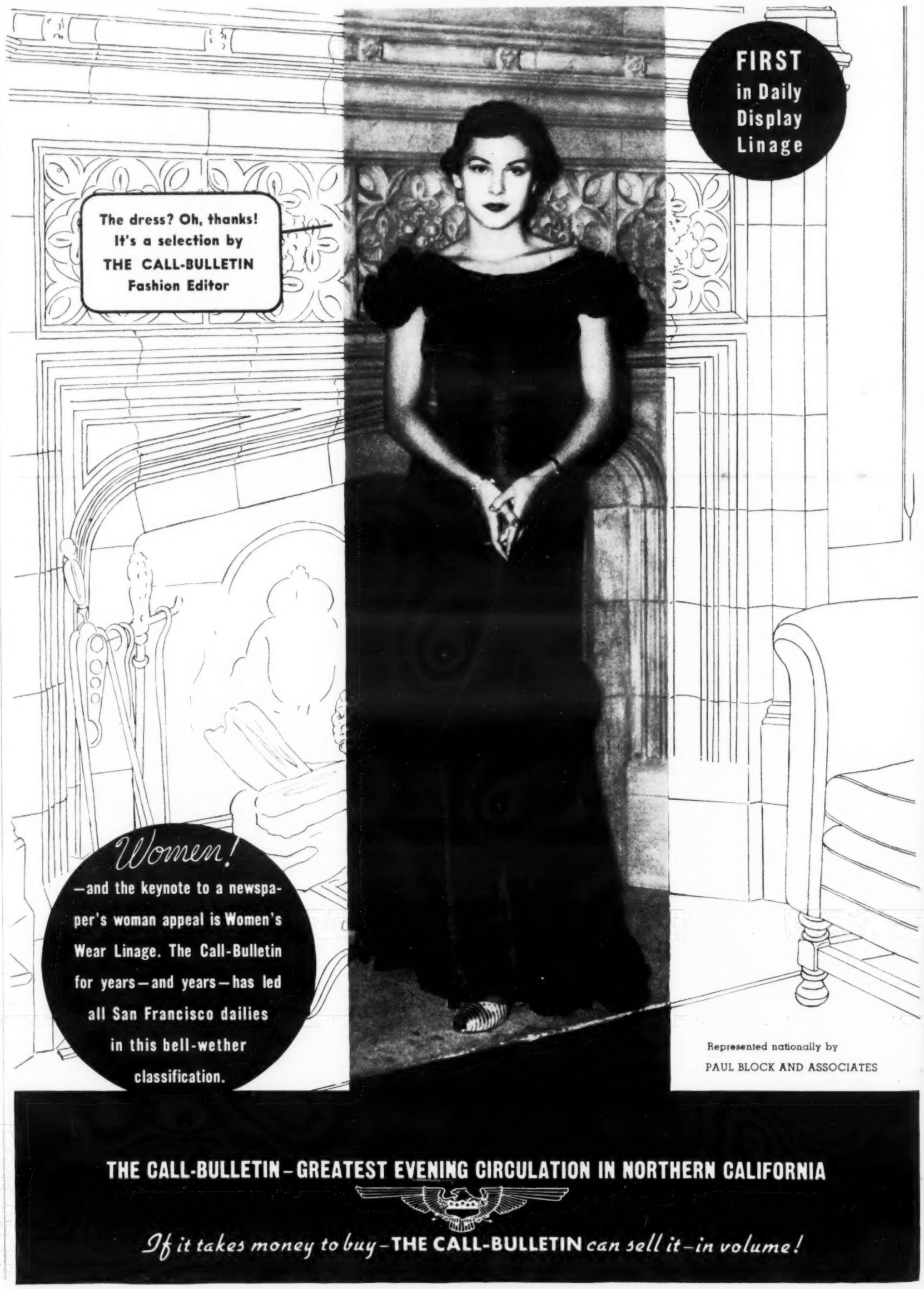
Albert Smith Bigelow, who has produced advertising films here and abroad, has joined Signer and Bryne, New York, film sales representatives. He will do contact work, as well as assist in production.

Joins Bundscho

Norman Vinzents, formerly with Poole Brothers, and previously with Batten, Barton, Durstine & Osborn, Chicago, has joined the service department of J. M. Bundscho, Inc., Chicago, advertising typographers.

Ben-Burk's Schedule

Ben-Burk Co., Boston, maker of Old Mr. Boston products, will use space in *The American Weekly*, *Collier's* and *Esquire* to feature a Gift Buyers' Guide.


FIRST in Daily Display Linage
The dress? Oh, thanks! It's a selection by THE CALL-BULLETIN Fashion Editor
Women!
—and the keynote to a newspaper's woman appeal is Women's Wear Linage. The Call-Bulletin for years—and years—has led all San Francisco dailies in this bell-wether classification.
Represented nationally by
PAUL BLOCK AND ASSOCIATES
THE CALL-BULLETIN—GREATEST EVENING CIRCULATION IN NORTHERN CALIFORNIA
If it takes money to buy—THE CALL-BULLETIN can sell it—in volume!

Guimier Ousted As Havas Chief of Advertising

Paris, France, Nov. 5.—With the resignation of Pierre Guimier, publisher of *Le Journal*, Paris morning newspaper, from his post as director of the Havas Agency in charge of advertising, foreign observers today were studying the political aspects of the move and its possible effect on the century-old news and advertising organization.

Mr. Guimier's resignation came after Premier Leon Blum had threatened to separate the advertising and news services.

While no charge had ever been made against the Havas Agency that its news service evidenced political bias, Mr. Guimier's political antagonists have frequently claimed that he sought to influence political opinion of French newspapers by withholding advertisements from this principal agency for national advertisers, from newspapers politically opposed to his opinions.

Hold Departments Together

In response to the ultimatum, the Havas Agency made a statement declaring the continuation of the agency with the two autonomous departments operating under a common directorship was desired and the "solution to the problem was left in the hands of Mr. Guimier." Mr. Guimier protested the action but announced his resignation.

Representing a victory for the Popular Front movement headed by Premier Blum, it was pointed out that one of the reforms planned by the party involved elimination of any suspicion of control by advertisers. On the surface, Mr. Guimier's ouster was because of the supposed inconsistency of his holding positions both as a newspaper publisher and as advertising director of the agency.

Foreign observers noted, however, that Mr. Guimier has represented industrial and banking interests that are battling the Popular Front and hold considerable influence on the Paris press.

As a second step in the move to divorce these interests from the Paris press, Premier Blum has announced plans to introduce in Parliament a bill designed to "dislodge" these forces back of the newspapers.

Pilser Ale to Use Half-Gallon Bottles

Pilser Ale, manufactured by Pilser Brewing Co., New York, will be packaged in half-gallon bottles, Albert E. Greenfield, advertising manager, announced.

Promotion of the half-gallon package was tested in Westchester and Long Island newspapers.

More than 95% of all the Motion Pictures made in America are produced in or near Los Angeles. In 1936 over $118,000,000 will be expended here by some 200 companies on more than 500 feature films and hundreds of "short" screen productions.
Approximately 65% of this expenditure is paid out for personal services—in salaries to principals, actors, directors, etc., and in wages to the thousands of artisans directly connected with the making of every picture. Most of this tremendous total is re-spent right here in Southern California.
Throughout the entire industry the favorite Daily newspaper is The Los Angeles Evening Herald and Express—consistently reaching Six out of every Ten connected with the picture business in the Los Angeles area.
No other Daily paper even closely approaches this coverage of one of the highest paid industries in the world.
LOS ANGELES EVENING
HERALD AND Express
The No. 1 Daily Advertising Buy in Los Angeles
NATIONAL REPRESENTATIVES
PAUL BLOCK AND ASSOCIATES

WEATHER APPEAL

Designed in cool colors, this new poster for Axton-Fisher Tobacco Co. turns to the season to carry the "menthol-cooled" appeal for Spud Cigarettes. Zipprodt, Inc., Chicago, executed the design.

Says Salesmen of Steel Tell Wrong Stories

Chicago, Nov. 10.—The age-old controversy over alleged discrepancies between the claims salesmen make for the products they sell and the actual performance of the products in use came up for discussion in a paper presented before the production group of the American Petroleum Institute's 17th annual meeting in the Stevens Hotel here tonight. The subject was introduced by William Howard Clapp, of California Institute of Technology, Pasadena, California, who presented a paper on "The Relation of Mechanical Testing to Steel Performance."

Pointing out that while steel salesmen frequently stress the superior mechanical properties of their brands of machinery steel, but in practice entirely different factors are found to be the real test, Mr. Clapp advocated the rating of various steels on a basis of dependability in which a high co-efficient of dependability would correspond to a narrow range of variation in properties.

The necessity of drilling oil wells to depths of two miles, and the possibility of pumping oil that distance, is forcing equipment closer to the limits of performance, he said, and mechanical properties are not absolute standards of performance. He recommended the collection of data concerning the spread of test values to establish reliable and positive information as to dependability.

McKesson & Robbins Name New Agency

McKesson & Robbins, Inc., Bridgeport, Conn., have appointed Brown & Tarcher, Inc., New York, for Calox, Albolene Solid, Ibath and Yodora, effective Feb. 1. The 1937 program for Calox tooth powder includes the use of 12 magazines, rotogravure in 13 cities and spot broadcasts.

There will be a year-round campaign on Albolene Solid in magazines and rotogravure in seven cities.

The advertising of Ibath and Yodora will also be substantially increased, with spot broadcasting added to space in national media.

Issues Injunction Against Indiana Milk Board

The United States Supreme Court has issued a temporary injunction restraining the Indiana Milk Board from ordering the Kroger Grocery & Baking Co., Cincinnati, to advance its prices one cent a quart on milk sold through Indiana stores over the counter.

The order is returnable Jan. 4, when a hearing will be held for decision as to whether the order shall be permanent. The Kroger company contested the original order made last year by the Indiana Milk Board.

Change in Time Shifts Chicago RadioPrograms

Chicago, Nov. 12.—When Chicago voted overwhelmingly last week to go back to central standard time during the winter, after trying out eastern standard time for several months, and when Chicago's city council, following the dictates of the voters, repealed the eastern time ordinance, effective Nov. 15, local broadcasting officials knew they would be busy this week.

With network commitments standing fast, all local stations carrying any network or programs found it necessary to juggle local programs so as not to interfere with the network shows. The major networks sell their time, regardless of point of origination, on an EST basis, and consequently all network shows, including those which originate here as well as those which are picked up from other cities, will be heard an hour earlier by Chicago audiences, beginning Sunday.

Although local stations have tried insofar as possible to rearrange their schedules merely by advancing all programs an hour, some difficulty has been encountered in pacifying local buyers of time who now find themselves on the air at 6 p. m., for example, instead of at 7 p. m.

Many Are All Set

A check of local stations and network offices made today by ADVERTISING AGE, however, shows the difficulties being ironed out in good shape. Most of the stations have already completed scheduling of all time for the first day under the new standard, and several report that their entire schedules have been adjusted.

Most seriously affected by the time change are such programs as that currently sponsored by Standard Oil Company of Indiana over WGN, in which play-by-play reports of the Chicago Bears professional football games on Sunday are given.

This program has been following the Bears around the country, and therefore will be forced to advance its broadcast hour to compensate for the hour which Chicago will fall behind the Eastern seaboard by reverting to central time.

Approximately 85 NBC Blue network shows originate here, and about a dozen each on NBC Red and Columbia, as well as an important number of Mutual.

Milwaukee Exposition Attracts 101,000 Persons

The $1,500,000 Milwaukee and Wisconsin Exposition which closed Oct. 31 at the Milwaukee Auditorium drew more than 101,000 persons during eight days, it was announced.

Exhibitors included Artco Printing Ink Corporation, Barron G. Collier, Inc., Fowle Printing Co., Hoffman & York, *Milwaukee Journal*, The E. F. Schmidt Co., *Milwaukee Sentinel* and *Wisconsin News*.

Michigan Court Rules for Alien Shareholders

The Michigan Supreme Court has ruled that a corporation having alien shareholders might obtain a license to retail liquors from the Michigan Liquor Control Commission.

The state law requires that partnerships obtaining licenses must be composed of American citizens, and that individual licensees must be American citizens, but corporations must be Michigan corporation.

Evans, Nye & Harmon Appointed for Wine

Eastern Wine Corporation, New York, has appointed Evans, Nye & Harmon, Inc., New York to handle its advertising. Rufus Bradford Burnham is account executive.

Preliminary campaigns featuring Eastern Sun-Kist wines in cans are being released to New Jersey and New England newspapers.

Opens Canadian Branch

Hutchins Advertising Co., Rochester, N. Y., has formed a Canadian affiliate, Hutchins Advertising Company of Canada, Ltd., at 1305 Northern Ontario Bldg., Toronto. John Bennett, for several years with the Rochester company, is general manager of the Toronto branch.

THE
Affiliated Broadcasting Company
Announces, as Its
NATIONAL REPRESENTATIVES,
WESTON, FRYKMAN & ALLEN
509 MADISON AVE., NEW YORK
520 N. MICHIGAN AVE. CHICAGO
122 S. BENTON WAY LOS ANGELES
●
AFFILIATED BROADCASTING COMPANY
42nd Floor—Civic Opera Building—Chicago

MEMBER STATIONS

WISCONSIN-MINNESOTA-IOWA GROUP		WDGY ..Minneapolis	
		WKBB .....Dubuque	
			INDIANA GROUP
WHBY ...Green Bay	ILLINOIS-MISSOURI GROUP		WWAE ...Hammond
WOMT ...Manitowoc			WIND .....Gary
KFIZ ..Fond du Lac			WTRC .....Elkhart
WHBL ...Sheboygan	WROK ....Rockford		WLBC .....Muncie
WKBH ...La Crosse	WJJD .....Chicago		WBOW..Terre Haute
WIBU .....Madison	WCLS .....Joliet		WEOA-WGBF.....
WRJN .....Racine	WHBF..Rock Island		.....Evansville
WCLO ....Janesville	WTAX ...Springfield		WGRC..New Albany
		WIL .....St. Louis	

Getting Personal

Dr. George Gallup, of Young & Rubicam, who conducted the presidential poll for the Institute of Public Opinion, did not vote, and if he backed his work with wagers he hasn't mentioned the winnings. He wore himself out trying to locate the errors which associates were certain existed before results were confirmed by the election, and is now in Florida for a rest. . .

Peter Copeland, president of Copeland Displays, took second place in the competition for the design of a typical building for the New York World's Fair. He won the $5,000 first prize offered by Westinghouse for a radio design a few years ago, and has taken awards in other major architectural and store interior competitions. . .

JUST A QUIET CONVENTION MOMENT

This picture was snapped at the Four A's recent Pacific Coast convention in Del Monte, with Harry W. Witt, CBS Southern California sales manager in the foreground and Donald W. Thornburgh, CBS vice-president.

Marie North, who resigned from the Gumbinner agency several months ago to take a long European vacation, now has a permanent souvenir of the trip in the person of a dashing, young, Italian husband, Alfredo Strani. They plighted troth shortly after they met in Italy, endured a short separation wihle Mr. Strani remained behind arranging for admission to the United States, and were married in New York last week. . .

Lewis Reid, new Rankin radio director, has been in radio so long that his extensive theatrical experience is almost forgotten. Before he formed one of the four horsemen (or hoarsemen) at WOR with Cross, Brokenshire and Husing back in '23, he had just completed a coast-to-coast tour in musical comedy with Elsie Janis. . .

Carl G. Suber, Ayer a. e., made a hole in one Nov. 7 at Green Brook, Caldwell, N. J. The size of his check at the 19th convinced him he couldn't afford to do it again this year. . .

Reliable witnesses confirm **Larry Schoonover,** Underwood & Underwood, in the astonishing statement that an unknown photographer was seen the other day posing a pair of models in front of the U. & U. Bldg. without having made any arrangements whatever for a credit line. . .

Veterans thrilled Nov. 11 to a broadcast on WOR by **Charlie Murphy,** AFA legal counsel, which featured several messages announcing the armistice he received on the Flanders front. Charlie, who was a Captain with the 146th Infantry, also described incidents leading up to the last offensive in Belgium. . .

The Armistice Day celebration of Chicago Post 170, American Legion, at the Tavern Club Monday, developed several new quirks. **Robert P. Robinson,** of Lord & Thomas, who has made the same speech for 17 years, was introduced as a surprise speaker. The colonel surprised by refusing to talk, explaining that the result of the election had left him speechless. . . In token of the new prosperity wave, the post expanded the usual quartette into a quintette, made up of **Jules Gerding** of Stack-Goble; **Vern Beatty,** Swift; **Hank Slaiman, Ted Crowell,** McDevitt, and **Walter Loper,** *This Week*. . .

Hamilton Wilde, who recently resigned as general sales manager of W. F. McLaughlin & Co., the Chicago coffee house, tells a yarn which throws light on the vicissitudes of the space buyer's existence. When Mr. Wilde was with the old *New York World*, the paper issued a new portfolio of which it was very proud and dispatched the then salesman to Chicago to try it out. Mr. Wilde penetrated into the lair of an agency space buyer and went into his story. In the midst of turning the brightly colored pages, he looked up and discovered that the media director had dropped off into a sound sleep! . . .

The advertising fraternity again is active in the nation's charitable moves. **Allyn B. McIntire,** v. p., Pepperell Manufacturing Co., was master of ceremonies at the recent inaugural gathering of the Greater Boston's Community Crusade for Human Needs. . . At New Orleans, **William B. Wisdom,** agency prexy, heads the local Community Chest publicity committee with **Jay C. Barnes,** New Orleans Public Service Co. advertising director, as vice chairman. . .

Dorothy Jeanne Pettinger, daughter of the Indianapolis agency prexy, and **Jack Stilwill,** production chief of Station WIRE, have picked Thanksgiving day to be twained. . . They met when Jack was sitting in on a conference on advertising for the station handled by his future father-in-law's agency. . .

And **Vincent F. Healy,** *New York Law Journal* circulation manager, is honeymooning in Bermuda with the former Rita Marie Datter. . .

It was homecoming at Berea College, Berea, Ky.. . . **Bruce Barton,** New York agency exec., author, etc., spent three days at his alma mater recently visiting college officials. . .

B. L. Majewski, Deep Rock Oil Corporation, Chicago, says that the most popular book in the oil industry is a bulky volume entitled, "United States Versus Et Al." . . .

Television Broadcasts Started in England

London, Nov. 2.—Regular television service was launched in London today by the British Broadcasting Corporation after a long period of experimentation.

Programs were scheduled twice daily with both afternoon and evening spots being allocated to the television move.

The opening ceremony today was televised with R. C. Norman, chairman of the BBC, and Lord Selsdon, chairman of the Television Advisory Committee, taking part in the ceremony at Alexandra Palace.

Horton Opens New Campaign on Kleen Brush

Ft. Wayne, Ind., Nov. 11.—Backing a new campaign based on the theme "Kleen Zoning," Horton Manufacturing Co., Ft. Wayne, maker of washing and ironing machines, today employed a novel direct mail stimulant to dealers throughout the country in the form of a heavy fibre brush.

"This Kleen Zoning brush is worth thousands of dollars to you!" the dealers are told. "It will be to the Washing Machine Industry what the all-steel body is to the auto—automatic tuning to radio—cold control to refrigeration."

"It's not just another 'gadget,' not simply a 'feature'—but the dramatic completion of a basic principle, purer, cleaner, whiter washings."

The campaign was devised by C. W. Rapin, sales promotion manager.

Publishes Bibliography on Business Statistics

"The Literature of Business Statistics" by Olin W. Blackett, Professor of Business Statistics at the University of Michigan, Ann Arbor, is the first number of volume 8 of "Michigan Business Studies."

The pamphlet is a bibliography.

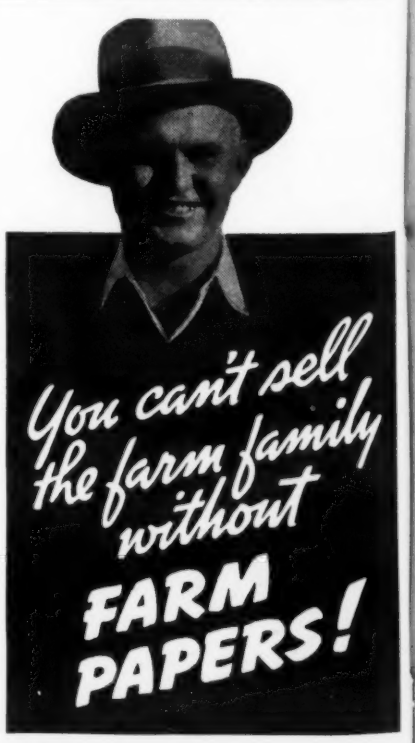
Will Spend $800,000 to Air Condition Trains

An appropriation of $800,000 has been made by Louisville & Nashville Railroad Company to install air conditioning in 80 all-steel coaches and three dining cars.

Modern smoking rooms for men and women will also be installed.

Joins Bank Program

Whitney National Bank, New Orleans, La., has joined the group of financial companies in sponsoring weekly broadcasts of the Philadelphia Symphony orchestra over the Columbia Broadcasting System. Stone-Stevens-Howcott-Halsey, Inc., New Orleans, is the agency.



ST. LOUIS OPENS VIGOROUS DRIVE TO SELL WEATHER

Campaign Directed at Own Complaining Citizens

St. Louis, Nov. 10.—The unique example of a city "selling" its climate to its own citizens in a vigorous advertising campaign, was presented here last week when the St. Louis Chamber of Commerce launched a local weather sales campaign.

The first shot in the campaign was an elaborate 12-page brochure the chamber issued, singing the praises of the local weather and rapping its critics.

"Sales" efforts back of such areas as California, Florida or Bermuda are not new but the intra-city movement launched here resulted from anger on the part of city fathers at the notorious reputation for skittish weather the city has gained, even among inhabitants.

Statistics Are Cited

Tables of statistics are adduced to give the lie to base rumor. Going back 97 years, the tables line St. Louis up with 22 other large cities, including the country's 12 biggest, in an effort—and an impressive one—to show St. Louis is really a jewel of moderation and quite conservative in its weather, not the bad boy that even its citizens haven't had the gumption to deny.

In a pep talk to these citizens the chamber says:

"The climate of St. Louis is much maligned. There is no attempt to distort facts or figures in this booklet; all originated with U. S. Weather Bureaus. Let St. Louisans stop being their own worst enemies through a better understanding of the climate of their city as it compares with that of other large cities where people live and work."

The average St. Louisan, having just gone through the hottest summer on record after having hardly had time to forget one of the coldest winters, will look a little popeyed at the chamber's remarks, but figures, the Chamber believes, cannot be argued down.

Charts are liberally sprinkled through the brochure to illustrate graphically how St. Louis rides the middle horse in nearly every weather race, keeping a nice balance and avoiding monotony.

Pick "Comparison" Cities

The cities picked for comparison are Los Angeles, Dallas, San Francisco, Denver, Kansas City, Omaha, Houston, New York, Baltimore, Chicago, Louisville, New Orleans, Philadelphia, Washington, Cincinnati, Boston, Indianapolis, Milwaukee, Minneapolis, Detroit, Cleveland and Pittsburgh.

The chamber goes on to ask:

"Has the rain spoiled your picnic? Of the cities studied, it normally rains more frequently in 14 of them than in St. Louis.

"Does the temperature bother you when it goes over 90? In St. Louis it does so on the average but 31 days a year. Among the cities studied, the temperature goes to 90 degrees or more as often as 85 days a year, and even in Denver—where we like to go for summer vacations—the thermometer normally hits 90 or better 22 days a year.

"Are you frozen stiff when old man winter comes along? The normal winter temperature of St. Louis is 1.6 degrees above freezing. In 12 of the 22 other cities whose reports were studied, the normal winter temperatures are lower than in St. Louis.

"Would you rather live where the sun shines brighter and oftener? Then doubtless you will want to remain here when you learn that of the cities studied there are only eight which have a greater percentage of possible sunshine during the year than St. Louis.

"You say, 'It isn't the temperature, it's the humidity that gets you.' Then it should interest you to know that of the cities compared, only one—Denver—consistently had lower humidity than St. Louis at all comparable recorded times.

"So what?" concludes the chamber belligerently. "Just this—there is no such thing as continuously perfect weather, no matter where you are."

Give Food for Christmas Gift, Paper Urges

New York, Nov. 11.—Supporting a drive for promotion of food as Christmas gifts, *The Progressive Grocer*, New York, has issued a series of new posters to food dealers throughout the country.

Marking the fifth annual promotion of this nature staged by the trade publication, the point of sale aids are carried out in traditional red and green colors.

Slogans included in the posters point out "Fine foods are the 'Gift Ideal.'" Others urge "Give fine foods for Christmas" and "Say merry Christmas with a gift of fine foods."

Fawcett Appoints District Managers

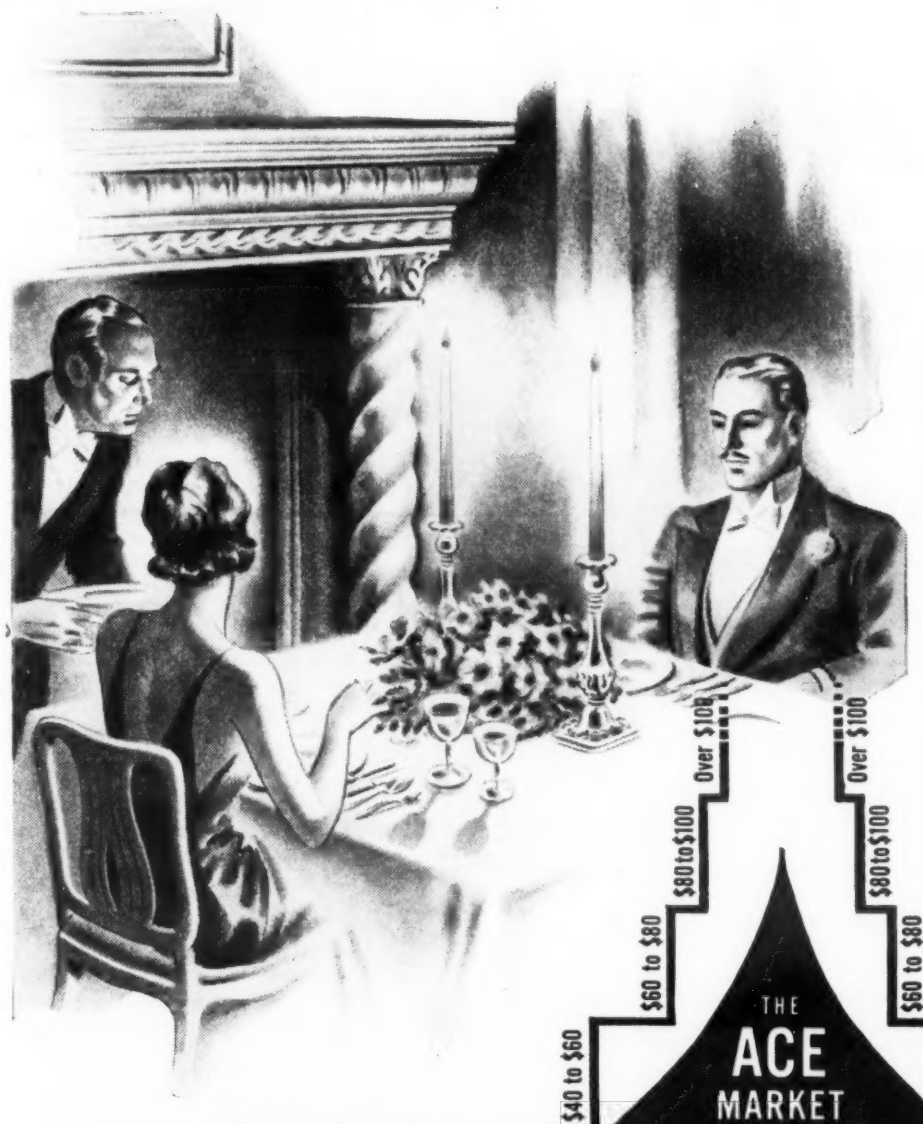
Fawcett Publications, Inc., New York, has appointed two new territorial advertising managers for *Modern Mechanix, Hobbies & Inventions Magazine*.

E. J. Gants will manage the Eastern division, with offices at New York headquarters. G. H. Reeling, with offices at 360 North Michigan Ave., Chicago, will be in charge of the Western division.

Joins Hotel Victoria

J. R. Stubblefield has been appointed promotion manager of Hotel Victoria, New York.

PORTRAIT.... of a DROP in the BUCKET!



THE wealthy pay more for their food . . . but the not-so-wealthy buy more. While the high-income families pay higher prices for the food they buy, the middle-income millions spend a great deal more . . . because there are so many more of them.

Here is the bulk of your market . . . among the many middle millions . . . where buying begins . . . where most food is bought. Since manufacturers find their best return by making their advertising "fit" the market, the importance of not neglecting these medium-income families is obvious.

MODERN MAGAZINES *fit* the market . . . with concentration in the medium income brackets . . . the ACE market for all foods . . . where buying is bulked. Other magazines go above this mighty market . . . newspapers extend far below it . . . MODERN MAGAZINES go directly to it. This is YOUR market . . . SELL IT . . . for increased volume . . . larger profits.

The wide acceptance and approval that has been accorded "BUYING BEGINS AT $20", the detailed survey of the buying habits of the mass market, has resulted in the publication of the "SUPPLEMENT", a similar analysis of forty additional products.

Together these studies present a comprehensive picture of leading brands in over ninety classifications, including the income, age, and city-size factors in advertising and selling. Available only to national advertisers and agencies handling national accounts.

THE ACE MARKET

The above chart is formed by the number of purchasers of flour—a basic food—by income levels. The market forms an unmistakable ACE OF SPADES with concentration in the $20-$40-a-week group where one-third of all food is bought . . . where MODERN MAGAZINES concentrate over half their circulations. The MODERN MAGAZINES circulation Ace fits the market Ace. Sell the ACE market with MODERN MAGAZINES.

MODERN MAGAZINES

MODERN SCREEN ♠ RADIO STARS ♠ MODERN ROMANCES

149 MADISON AVE., NEW YORK • 360 N. MICHIGAN AVE., CHICAGO • 714 W. 10th ST., LOS ANGELES

Your Last Chance

A Very Limited Number of the Latest Complete Edition

A STUDY OF ALL AMERICAN MARKETS

Published by
MAJOR MARKET NEWSPAPERS
(now out of existence)

Contains complete market information on the entire United States, broken down by counties.

The first $15.00 checks will take these invaluable aids to planning sales and advertising campaigns.

Checks will be returned if the supply is exhausted.

R. A. Simmonds, Box 904, Advertising Age.

Plan Meeting for Action on United Front

Chicago, Nov. 10.—Action on the proposal to expand activities of the Bureau of Advertising of the American Newspaper Publishers Association, embracing the United Front program evolved by the Newspaper Advertising Executives Association and representatives in New York and Chicago, is expected to be taken at a meeting in New York tentatively set for Nov. 23.

The proposal has progressed through most of the preliminary stages with the board of directors of the Bureau approving the plan as outlined subject to final approval by the A.N.P.A.

Expenditure of $400,000 annually for promotion of the medium is contemplated under the program, with the Bureau's title to be changed to the Newspaper Institute.

At a meeting of the Newspaper Representatives Association of Chicago yesterday, committee members to represent the group discussed the forthcoming meeting and instructed A. G. Ruthman and John Lutz, who will represent the group at the New York meeting.

Frank S. Tripp, general manager of the Gannett Newspapers, is chairman of the United Front Committee and will preside at the New York meeting.

Pittsburgh Ad Club Sponsors Radio Series

Pittsburgh Advertising Club will sponsor half-hour evening programs for 26 weeks over Station KDKA beginning shortly.

Weekly dramatic sketches will be presented depicting the historical background of Pittsburgh and the history of its major industries.

MacBeth-Evans, Corning Glass Merge

Macbeth-Evans Glass Co., Pittsburgh, manufacturer of glass tableware and industrial glassware, is to be merged with Corning Glass Works, Corning, N. Y., George D. MacBeth, president, announced.

Final action will be taken Dec. 1.

Bradstreet to Chicago

Milton B. Bradstreet, formerly in the Cleveland advertising department of *The Architectural Record*, has joined the Chicago advertising department of *The Architectural Forum*, New York.

Liquor Copy Is 'Too Attractive' Women Declare

Albany, N. Y., Nov. 12.—Results of a survey among New York state women's clubs presidents, released today by the State Liquor Authority, disclosed the feminine opinion that liquor advertisements are "too attractive."

The survey has been conducted among various groups to sound opinion on temperance education and law enforcement. The club women also disclosed that little, if any, temperance educational work is being done by the women's clubs.

Up to Parents

At the same time, the state liquor authority joined the official action of neighboring New Jersey in declining to act on a petition for the banning of Santa Claus and Biblical characters from advertisements of liquor, wine and beer. In effect the liquor commission ruled that determining children's reading matter was a parental obligation and it was without authority to act on the petition.

FIRST DISPLAY OF "PURSE" PRODUCT

Featuring the new "purse size" tube of "Yodora," deodorant, McKesson & Robbins have developed this 12-inch counter display with the "triple use" theme emphasized in the tri-package presentation.

-- and still climbing

For the first 10 months of 1936, San Antonio Express and San Antonio Evening News lineage totaled

10,650,447
lines of paid advertising

—which was

1,649,705
lines more than for the first 10 months of 1935

5,416,187 lines of local advertising—which is
721,315 lines more than for the like period of 1935

1,975,438 lines of national advertising—which is
488,250 lines more than for the like period of 1935

3,258,822 lines of classified advertising—which is
440,140 lines more than for the like period of 1935

This record gain marches on. It is a substantial increase over the showing for 1935, which in turn was 1¼ million lines more than for 1934.

The Express and The Evening News are family newspapers. Their sales messages go into the homes of the San Antonio trade territory —South and West Texas—that have the means to buy. These two newspapers are

Getting more advertising because Getting more business for Advertisers

San Antonio Express
SAN ANTONIO EVENING NEWS
Texas' Foremost Newspapers

The John Budd Company, National Representative: New York, Chicago, Atlanta, Dallas, San Francisco, Los Angeles, Portland, Ore.

Nash Outlines 1937 Standard Sanitary Plans

Pittsburgh, Pa., Nov. 10.—Plans for expanded advertising efforts in 1937 by the Standard Sanitary Manufacturing Co. were disclosed at the weekly meeting of the Pittsburgh Advertising Club yesterday by Charles B. Nash, vice-president and director of publicity.

Mr. Nash discussed use of newspapers in the company's advertising program and outlined the rapid development of a hitherto dead market by the promotional efforts.

The company started its campaign in 1934 with 100 cities and later raised the number to 300. In a short time, Standard advertising was being carried in 500 communities and now appears in 800 towns.

Start With 900

"We expect to begin 1937 with advertisements in 900 cities," stated Mr. Nash, "and may go to 1,000 soon. We have found that the newspapers of the United States feel they are partners in our undertakings and have as much responsibility in promoting our affairs as we do.

"The public thinks fast today," he continued. "It is tired of worn-out slogans. We prepare our copy a short time before the ad appears and in that way we can appeal to the public's immediate wants."

In its advertising, Mr. Nash pointed out, his company has emphasized service rather than individual products.

Advertise Book Fair

Individual publishers used space in Toronto, Ont., newspapers promoting new editions and tieing up with the Book Fair held Nov. 9-14 at the King Edward Hotel and sponsored by book publishers of Canada and The Association of Canadian Bookmen.

Names B. & W.

Bassler & Weed Co., Chicago, has been appointed Middle West representative for *Underwear & Hosiery Review* and *Knitted Outerwear Age*, New York. Effective Dec. 15, *Underwear & Hosiery Review* will increase its rates 25 per cent.

Magenheimer for Self

Kay Magenheimer, formerly director of advertising for Columbia Phonograph Company and Brunswick Record Corporation, has opened offices at 1457 Broadway, New York, to render advertising and publicity service.

Shoemakers use Rubber Cement too!

SURE —— the type they use is O. K. for their purpose BUT—IN THE GRAPHIC ARTS the call is for BEST-TEST that clear, clean, extra quality, white cement made especially for adhering paper. Try it for LAYOUTS • DUMMIES • MASKING • MOUNTING • EVERY PAPER-JOINING NEED

At all dealers

For Free Sample, Write
UNION RUBBER & ASBESTOS CO.
TRENTON, N. J.

new . . . timely
STOCK PHOTOGRAPHS
Ready-to-use "Reserve Illustrations" submitted 10 days approval by mail from world's largest file. Cost only $10 each. Model releases protect you

UNDERWOOD & UNDERWOOD
NEW YORK CHICAGO DETRO

DOWNS RENAMED CCA PRESIDENT AT ANNUAL MEET

Authorize Committee to Study Widened Membership

New York, Nov. 10.—Members of Controlled Circulation Audit, Inc. voted a series of changes in the form of audit reports, and also to make a study of the advisability of enlarging the membership to include all business publications up to 50 per cent paid, at the annual meeting here last Friday.

Officers were re-elected: E. N. Downs, Ethyl Gasoline Corporation, president; Joseph M. Graffis, *Golfdom*, vice-president; William A. Wolff, Western Electric Company, secretary, and S. W. Dean, Jr., J. Walter Thompson Company, treasurer. Frank L. Avery is managing director. The directorate continues unchanged, since those whose terms expired were re-elected.

A report on publishing conditions for the year ending Dec. 31, 1937, was given by S. L. Meulendyke, Marschalk & Pratt, Inc. He predicted there would be three groups of publishers, one of opportunists who became publishers, another of publishers who became opportunists, and a third consisting of publishers who ploughed increased earnings into greater service for readers and advertisers.

Sees New Publication

Improved business conditions, easy money and easy spending will attract men into the publishing field, he said, while the same circumstances will result in publishers spreading themselves thin by covering fields which are unrelated to their own, also by expanding their circulation and rates.

He recommended that advertisers purchase space from the third group of publishers, who are attempting to make advertising more effective by research among its circulation, and cited the work done by members of Controlled Circulation Audit, Inc., as examples of such efforts.

The need of more information about the nature of business paper circulation was also stressed by B. C. Duffy, vice-president, Batten, Barton, Durstine & Osborn, in his remarks made at the luncheon preceding the annual meeting.

"We need more information on who is responsible for the buying of the merchandise we have to sell," he said. "In other words," he explained, "just how much authority do different people who make up the circulation of a magazine have when it comes to specifying, selecting and buying of certain types of merchandise?"

Mr. Duffy also warned publishers to keep pace with changing conditions. "I am sure the publisher of today recognizes the part that intelligent promotion and selling plays in the success of his property," he remarked, "but good promotion will not sell a poor product." We like to buy space in business papers that are building for the future," he concluded.

Demand 100 Per Cent Analysis

Members voted to make obligatory a 100 per cent analysis of circulation under the present paragraph 9 of the audit form. Hereafter unclassified circulation must be reported as such, and the publisher is not allowed to project percentages against the unclassified section. This change will become effective January 1937.

It was voted unanimously that the audit reports an analysis of the last issue of the period audited. The number of names removed from or added to the controlled list must be reported, in paragraph 13. This provision was formerly optional. These changes become effective in June, 1937.

Mr. Downs was authorized to appoint a committee of five consisting of one advertiser, one agency and three publishers, to consider the advisability of making all business publications up to 50 per cent paid, eligible to membership in the Controlled Circulation Audit, and also to consider the feasibility of auditing the entire distribution of such publications.

The publications involved are now not eligible to membership in either of the two present audit bureaus, while it was brought out that advertisers and agencies are desirous of obtaining reports upon the papers in this so-called "twilight" zone.

TEAM PLAY

Here's to the ball that started it all...
PACKERS 10
SEPT. 13 1936
CARDINALS 7
And here's to the boys who will end it with another world football championship for Green Bay. Every Packer fan is a cheerleader, and there are thousands of them yelling for a win .. another .. another .. and a championship!
Here are a few real Packer boosters:
Wisconsin State Bank
Green Bay Clinic
West Side State Bank
Roberts Beauty Salon
Green Bay & Western Railroad
Krippner O. K. Furniture
Kraft Phenix Cheese Co.
Columbus Club
Badger Bay Co.
Royal Cleaners
Bogle Motor Co.
Department Optical Co.
Malley's Crystal Clear Cleaners
Schoner & Schumacher
Green Bay Food Co.
Minnesinee Sugar Co.
L. C. L. Transit Co.
Corner Drug Store
Reiman's Meat Products Corp.
Money Corporation
International Harvester Co. of America

A wide variety of businesses joined in this "pep" advertisement in Green Bay, Wis., appearing shortly after a report that local professional football team might move its base to Milwaukee.

Named for Rug Holder

Behr-Manning Corporation, Troy, N. Y., has appointed Grey Advertising Agency, Inc., New York, for Kork-O-Tan, a rug holder. Trade papers will be used with other forms of dealer promotion.

Leland Named Manager

Wayne R. Leland has been named manager of the Seattle office of MacWilkins & Cole, Inc., Portland, Oreg., agency, succeeding Arthur E. House, vice-president, who has been advanced to head of the Portland office.

Cite Stimulus to Publishers from Trade Act

Washington, D. C., Nov. 11.—Beneficial results of the Canadian-American reciprocal trade treaty to American publishers are pointed out by the Department of State in an analysis issued today of this trade since the treaty has been effective.

Newspapers and periodicals, on which Canada granted the United States duty-free admission by the agreement, showed a prompt increase in importations during the first half of 1936, amounting to $544,000.

A gain of $162,000 was recorded for advertising pamphlets and printed matter, for which the duties had been cut, with a smaller increase for pictorial postcards and greeting cards.

Production Yearbook Out

The third annual edition of "Advertising and Publishing Production Yearbook" published by Colton Press, New York, appeared Nov. 10. The cover has been printed in gravure in all over design. The book covers the field of printing and graphic arts.

NEIGHBORS!

If you want to be just around the corner from the famous Radio City, and only a few steps from the smart shops and theatres, then come to the VICTORIA, one of New York's newest hotels. Enjoy the finest of food too, and conviviality at the newest of bars, get the swing and rhythm of Modern Manhattan!

From $2.50 Single
From $4.00 Double
Suites from $6.00 to $15.00

Hotel AT RADIO CITY
VICTORIA
7th AVE. at 51st ST., NEW YORK
JOHN L. HORGAN - MANAGING DIRECTOR

★

The only major woman's magazine to make

NEW LINAGE PEAK IN 1936

Household is the only major woman's magazine to make a new linage peak in 1936 . . . the only one already surpassing the boom years. HOUSEHOLD closes 1936 with the largest linage in all its thirty-six years.

★ 150,000 EXTRA CIRCULATION

With a guarantee of 1,750,000 — the largest circulation in Small Town America specifically—HOUSEHOLD'S nine months' average press run has exceeded 1,900,000 . . . close to a 10% bonus for HOUSEHOLD advertisers.

★ "EDITORIAL PERCENTAGE" UP

Actual volume of editorial content has been stepped up proportionally more than HOUSEHOLD linage! Favoring the reader favors the advertiser.

THE HOUSEHOLD MAGAZINE

ARTHUR CAPPER, *Publisher*, Topeka, Kansas

NEW YORK DETROIT CHICAGO CLEVELAND SAN FRANCISCO

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1053. *The Foundry Industry.*

This booklet, issued by *The Foundry*, contains a tabulation of the 5,637 foundries in United States and Canada by type and by States and Provinces, and data on the present status and trend of the industry. It also includes detailed information on the publication and its coverage of the market.

No. 1054. *Direct Hit.*

In this booklet *Architectural Record* describes its publishing plan for 1937 which, the booklet says, will be a direct hit for the building product advertiser to architects and owners immediately active on the type of building featured each month in the publication.

No. 1055. *The Pennsylvania Farm Market.*

Population, farm cash income, principal crops, livestock and equipment are some of the subjects covered in detail in this brochure issued by *Pennsylvania Farmer*. Included are circulation figures broken down by counties, and biographical sketches of members of the editorial staff.

No. 1056. *Are Newspapers and Magazines Better Media Than Radio?*

In this brochure General Screen Advertising tells about Minute Movies, which offer sight and sound simultaneously and make product demonstration possible.

No. 903. *Drug Purchases Reveal the Living Standard of the Seven Farmers' Families.*

Issued by *Farm Journal*, this folder describes a survey made among its readers to discover their drug and cosmetic buying habits. More than 100,000 answers reveal brand preferences among the items listed.

No. 962. *Motor Trucks in the Baking Industry.*

The baking industry ranks fourth in 63 industries operating fleets of trucks, this survey, issued by *Bakers' Helper*, asserts. The study includes expenditures for trucks and their operation, preferences as to brands of tires and other data on this market.

No. 906. *Automobile Route List of Retail Grocers.*

The *Oregon Journal*, Portland, has just issued the ninth annual automobile route list of retail grocers. In addition, the booklet contains a directory of grocery jobbers, wagon jobbers, chain store organizations and buying associations.

No. 905. *Factors Influencing New Car Purchases.*

An insight into reasons which influence car purchases is afforded by this tabulation of 3,128 personal interviews with new car buyers, made by R. H. Stiepock, Detroit, for *This Week*. The investigation is limited to buyers of 1935 and 1936 models.

No. 980. *Copy.*

Issued monthly by the *New York Herald Tribune*, this publication contains a wealth of information on the paper's editorial departments and their reader response, merchandising helps, and figures and trends of current business.

No. 998. *Performance Report of Old Manse Syrup.*

This book, prepared by Walter Mann & Staff, discusses the 1927-31 performance of Criterion panels for Oelerich & Berry Co., Chicago. Many of these panels are located at grocery stores, while others are situated at nearby spots where neighborhood travel is heavy. Results, in terms of sales figures both through chain and independent stores, are given.

No. 974. *Stars Fall on Minneapolis.*

A short story of a Minneapolis merchant's chat with three of his executives, during which they survey the Minneapolis newspaper situation, study comparative circulation charts, and come to definite conclusions about the coverage of *The Minneapolis Star*.

1,006. *Distribution of Pay Days and Wages Earned in Greater Montreal.*

Based on a survey of wage earners in the area, the *Montreal Star* presents in this booklet a breakdown of pay day frequency and the percentage of the total payroll released on the business days of the week. The booklet relates pay day distribution to advertising trends as a general guide for advertisers. An analysis of purchasing power distribution with comparisons of English and French speaking population also is included.

No. 1025. *4 Reasons Why Women Say: "I Always Read McCall's Recipes."*

In this impressive brochure *McCall's* defines its method of editing and describes, under four divisions, the factors forming the basis of the publication's consumer approach. Examples of the McCall Method applied to food and equipment, and natural color photographs of completed recipes with reader's comments upon them demonstrate the appeal of *McCall's* food pages.

No. 1026. *"And Here We Have Idaho."*

A brochure issued by Radio Station KIDO, containing market facts about KIDO's 16-county primary area. Included are data on population, retail sales, number of families, radios and automobiles, and station facilities.

No. 1027. *Pacific Coast Markets 1936-1937.*

The charts, tables and maps in this brochure provide detailed market data and facts about the coverage of the Pacific Coast market by Associated Weekly, the all-inclusive name for the magazine and comic sections of 12 Sunday newspapers published in the seven Western states.

No. 1028. *Facts About Radio Station W9XBY.*

This booklet provides information about the facilities of Radio Station W9XBY, Kansas City, Mo., one of four stations in the country classed by FCC ruling as "special broadcasting stations." In addition the booklet contains market data on Greater Kansas City and maps showing the station's coverage area.

No. 1029. *High Speed Copy Testing.*

In this folder the *Chicago Tribune* shows how a copy test may be conducted through its high speed method. Accompanying the folder are full-size reproductions of the picture pages of the *Tribune's* five Metropolitan Sections, demonstrating one advertiser's test in the five different areas of Chicago and suburbs.

No. 1018. *Third Annual Minnesota Business Map.*

The 1936 income of Minnesota farmers will show an increase of at least $40,000,000 over 1935, according to this annual business map, which contains detailed information on the crop and livestock situation in Minnesota. It is distributed by the business departments of *Minneapolis Star*, *Minneapolis Journal*, *Minneapolis Tribune*, *St. Paul Daily News*, *St. Paul Dispatch-Pioneer Press*, WCCO, WTCN, KSTP, and *The Farmer*, St. Paul.

1,004. *Radio Ownership.*

Columbia Broadcasting System in this booklet presents the "delayed" Section 1 of "Radio in 1936," issued in May. The new data includes total radio ownership both urban and rural and a breakdown of radio set coverage by families in market areas. A section also is devoted to radio set sales, replacements and repairs in 1935, in an explanation of basis of computation by the Joint Committee on Radio Research of total radio ownership.

1,005. *Circulation Facts.*

The *Wichita Falls* (Tex.) *Record News* and *Wichita Daily Times* in this promotion piece, present a market picture of Wichita Falls by business and residential sections with a comparison of family units and circulation by districts. A further circulation breakdown by counties in Texas and Oklahoma with salient total circulation figures for June round out the presentation.

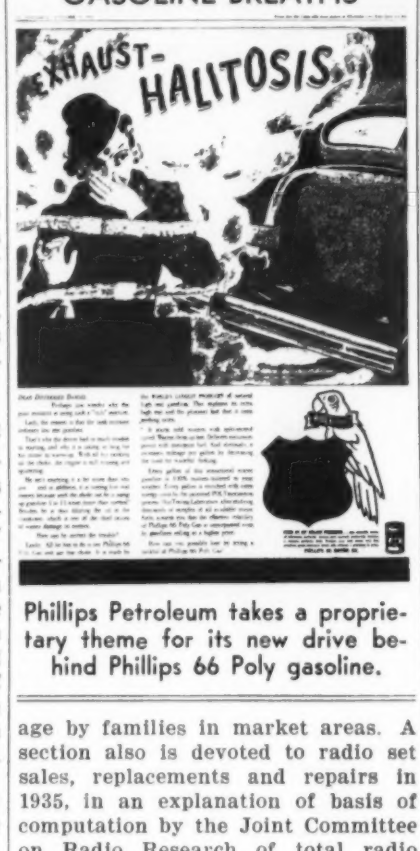
No. 1,002. *A Confession, a Promise, a Prophesy.*

This is the first of a series of promotion pieces to be issued by Criterion Service over a 36-month period. Fundamental difference between Criterion Naborhood Posters and other forms of outdoor advertising is cited.

No. 990. *Mount Jewett—Ad Infinitum.*

Grit shows in this booklet the importance of the small town market—the buying power and spending habits of small town families, and *Grit's* coverage of this market.

GASOLINE BREATHS



Phillips Petroleum takes a proprietary theme for its new drive behind Phillips 66 Poly gasoline.

Rosy Business Prospect Seen by U. S. Chamber

Washington, D. C., Nov. 10.—With the last 17 months showing more consistent business progress than any period in the last decade, a steady advance over a broad front was forecast by the United States Chamber of Commerce this week in a review of factors back of the advance.

Pointing to May of 1935 as the beginning of month by month "recovery," the chamber report cited increased production of iron and steel from 55 per cent of the 1929 rate to 91 per cent, with textiles up from 88 to 104 per cent; electrical power production, from 97 to 125 per cent; cement from 57 to 87 per cent; food from 83 to 93 per cent and railroad car loadings from 57 to 75 per cent.

"Such a prolonged advance," the report said, "although gradual from month to month, might suggest at least a temporary recession in the near future. But consideration of the elements which enter into national activity, both by business fields and by areas, makes it clear that during the last 17 months, the most significant development has been improvement in balance among fields of enterprise and among the areas of the country. It is necessary to go back a decade to find another period in which business momentum has within itself equal elements of strength.

"Such improvements as have been mentioned are reflected in all of the main areas of the country. Even those which have been most affected by such untoward conditions as crop failures and strikes, have shown for the areas as a whole a greater volume of current business than a year ago."

The Chamber report also pointed to the tempo of business increase in this country compared with foreign lands.

"The progress in England," the report concludes, "is sometimes cited. In this 17-month period the index number of industrial production in England rose from 104 against the 1929 level to 116, or by about 12 per cent; in the United States, the corresponding index number rose from 71.4 to 92, or by 28 per cent."

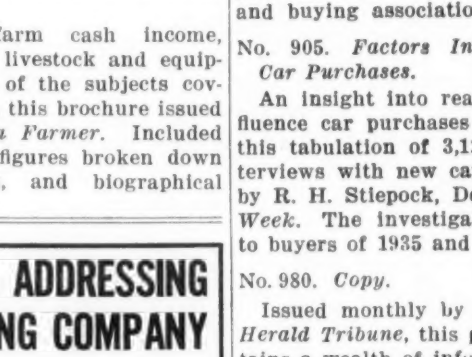
ADVANCE ADDRESSING and MAILING COMPANY

AUTOMATIC
MACHINE ADDRESSING
FROM ALUMINUM PLATES

Permanent Mailing Lists
Our Specialty

536 So. Clark St. Webster 3569
CHICAGO

HELLO IDAHO!



The strong, clear voice of KPO soars over the hills and valleys to reach great audiences in three states outside California: Idaho, Nevada and Oregon. Local and spot advertisers get tremendous sales impetus with this proven medium.

KPO
50,000 WATTS
NBC Pacific Coast Red Network
SAN FRANCISCO
Completely programmed by NBC

AN ADVERTISING OPPORTUNITY

Somewhere in the Middle West is a young advertising executive who knows he is going places in the advertising world, even though those about him may not, as yet, realize the fact. Perhaps at the present time he heads his own small agency in or out of Chicago, or handles some worthwhile business in a large agency.

He is creative and has the ability to sell his ideas to others. To such a man we offer an unusual opportunity in the way of affording adequate financing, recognition, selling aid, and an opportunity to share to an unusual extent in the results from his efforts. Such a man, if he is under 40 years, is invited to write, stating in general his qualifications to take charge of the Chicago Office of an agency operating successfully in a large city in the Central West, and an interview will be arranged. Only those active in agency work at the present time will be considered. All replies will be kept confidential. Members of our own organization know about this letter. Box 907, Advertising Age, 100 E. Ohio St., Chicago.

Advertising's Big Guns Sound Off Auto Show

(Pictures on Pages 1 and 55)

New York, Nov. 12.—Advertising's big guns thundered here this week as the automotive advertisers, timing their fire with the opening of the National Automobile show yesterday, laid down a heavy barrage.

With the activity here typical of that surrounding auto shows scheduled throughout the country, prospects for the 1937 sales year were illuminated.

Local newspapers estimate an increase of 12 to 15 per cent in total show copy this year, based on copy already published and orders on hand and arriving.

General Motors Leads

As was the case last year, General Motors units are using more newspaper lineage than all other manufacturers put together. However, there has been quite a change in the line-up of General Motors cars, the leading three being Oldsmobile, Chevrolet and Buick. Last year the order was Buick, Cadillac, Chevrolet.

The tabulation reveals Plymouth as the favorite of the Chrysler Corporation in voting advertising budgets, whereas this make trailed the Chrysler units last year.

By comparison with General Motors the Chrysler and Ford-Lincoln factories exhibit less advertising aggression this year than last. In fact, Ford is running slightly behind Hudson and Packard in lineage so far placed, their positions being reversed last year.

Other changes in this year's line-up include the absence of Hupmobile.

On the credit side is the gain of a new sub-classification, camp trailers, which promises to grow. Display space in small units was used by 13 manufacturers, the total for the four days being 3,060 lines.

Allegheny Steel Expands Its Radio

Allegheny Steel Co., Pittsburgh, which has been using one-minute announcements five times weekly over KDKA, since December, 1935, will graduate to the NBC Blue network Nov. 27 with a new program called "The Stainless Show."

Ford Bond, who has provided the voice of Allegheny Steel for two years, will be the narrator. Walker & Downing, Pittsburgh, are in charge.

Journal Halts

The *Evansville Evening Journal* ceased publication with its issue of Nov. 14, many of its editorial features being taken over by the *Evansville Morning Courier*, under the same management. The Sunday edition will be published as the *Courier & Journal*.

ATTACK PATMAN ACT IN KRAFT, WARD ANSWERS

(Continued from Page 1)

by the company for sale to retailers in the area adjacent to each branch office.

"The method used at each and all of these branch offices is commonly known as 'peddling.' Motor trucks owned by the subsidiary are loaded at the warehouse with merchandise and driven regularly over established routes to retail stores in the areas served by the respective branch offices. At each retail store on each route orders are solicited and when received, the merchandise is thereupon delivered to the retailer from the truck.

Good Will Maintained

"By this system products manufactured by Kraft-Phenix are delivered fresh to the store door of the retailers by efficient, trained salesmen, who at the time of delivery pick up any stale or unattractive merchandise on the retailers' shelves and generally perform such services as are necessary to keep the merchandise manufactured by the company in fresh and salable condition, thereby promoting the sale of these products to the consuming public and maintaining the good will of the company as a manufacturer of merchandise of high quality."

The company asserted that all sales by Kraft Associated Distributors Incorporated are made in the course of local or intrastate commerce. It admitted that its products are also sold and delivered at the store door of retailers in various sections of the United States by independent wholesalers and by several other wholesalers in which the company has a partial, though not controlling proprietary interest, but denied that these products are sold at the doors of these dealers directly by the company. Detailed denial of all other charges preferred by the Commission was also entered.

Surface to U. S.

Surface Combustion Corporation, Toledo, has placed advertising of its domestic and commercial heating and air conditioning units with United States Advertising Corporation, Toledo. Magazines, trade papers and direct mail will be used.

Carter for Planes

Rearwin Airplanes, Inc., Kansas City, Kan., has placed its advertising with Charles Carter Advertising Agency, of the same city. The company manufactures a two-place plane for private use, stressing time-saving for business executives.

'STATS THAT RIVAL PHOTOS!

PRACTICALLY the equal, . . . even treading the heels of regular photo prints, Rapid's new Tru-Tone 'stats are saving important money for dozens of Artists, Advertising Men, Sales Managers. With Tru-Tones, you can very often be lavish where photo prints are out of the question — and still save dollars! You must see them. Just 'phone.

RAPID COPY SERVICE CO.

6 BRANCHES: NEW YORK, 415 Lexington, 444 Madison, VAnderbilt 3-3680. CLEVELAND, Ninth — Chester Bldg., MAin 9335 • CHICAGO, 110 So. Dearborn, 228 No. La Salle, 360 No. Michigan Ave., STAte 5977.

CHAMPLAIN *English Finish for*

Halftones, color process and type. A soft, velvety finish gives greater readability to reading matter and an ideal background for illustration. White and India. Letterpress for advertising literature and catalogs.

CHAMPLAIN *Super Calendered for*

Halftone printing with an extra "sparkle." Highly surfaced and its weight reduces mailing costs for circulars, broadsides and folders. White and India. Letterpress.

CHAMPLAIN *Eggshell for*

Line plates, tint blocks, woodcuts and type. A paper with a soft, mellow surface and a distinctive finish. Letterpress or offset lithography.

CHAMPLAIN *text for*

Line plates, mass color and type where the added value of a colored background is desired. Five delicate, pastel shades and brilliant white. Watermarked. Letterpress or offset-lithography.

CHAMPLAIN BOOK PAPERS *are moderately priced, of fine appearance and easy to print. Ask your paper merchant for samples and test sheets.*

Please Address All Requests to Sales Dept. F

INTERNATIONAL PAPER COMPANY

220 East 42nd Street, New York, N. Y.

Branch Offices: BOSTON • CHICAGO • CLEVELAND • PHILADELPHIA • PITTSBURGH

CHAMPLAIN BOOK

An INTERNATIONAL Value *Made by the Makers of:* TICONDEROGA TEXT
TICONDEROGA BOOK PAPERS • TICONDEROGA VELLUM • SARATOGA BOOK PAPERS
SARATOGA COVER • ADIRONDACK BOND AND LEDGER • BEESWING MANIFOLD
INTERNATIONAL MIMEO SCRIPT • LEXINGTON OFFSET.

1,600 Attend NBC Birthday Celebration

(*Picture on Page 55*)

New York, Nov. 12.—Approximately 1,600, representing advertisers, agencies, other media and the press, were guests of National Broadcasting Company at a banquet at the Waldorf-Astoria Nov. 9 which climaxed a week of special events celebrating the network's 10th anniversary.

The list of banquet guests included government officials, directors of foreign radio systems, scientists and educators. All attending were presented with a silver paper weight inscribed, "To those who have shared with us in the advancement of broadcasting." The reverse bears the 10th anniversary insignia in bas relief.

David Sarnoff, president, Radio Corporation of America, the toastmaster, was introduced by Lenox R. Lohr, NBC president. Speakers' talks were picked up on a coast-to-coast hook-up.

If you need some **SILENT SALESMEN** to assist in selling your product at point of purchase, choose **SAMCO** porcelain fused into steel **SIGNS.**

It is a modern sign with **EYE APPEAL**—Designed by us in accordance with your desires and is—well, we will guarantee colors for 15 years.

Let us know your needs.

SAMUEL STAMPING & ENAMELING CO.

516 N. Chas. St., Baltimore, Md.

DISPLAY MOTORS and MECHANISMS *animation*

All types including New 10 ounce, 110-v., back geared motor unit that plugs into light circuit. No batteries. No radio interference. No transformer. Cool running. Provision for any mounting—any position.

Speeds: 2, 5, 8, 15 or 25 r. p. m. $1.10 *in thousand lots.* TURNTABLES, TOO

SpeedWay MANUFACTURING CO. 1851 S. 52nd AVE. CICERO, ILL.

LINEAGE INDEX HITS NEW HIGH MARK FOR 1936

Chicago, Nov. 13.—For the third successive week, retail activity has exceeded last year by better than 10 per cent, according to ADVERTISING AGE Index of Retail Activity.

This index is based upon the total volume of retail display advertising carried by all the newspapers in 67 major cities. Reports cover comparable seven-day periods beginning with Sunday and ending with Saturday of each week.

Total retail lineage for the 67 reporting cities was 21,227,692 lines for the week ended Nov. 7, 1936. The total for the corresponding week in 1935 was 19,255,740 lines, making a gain of 1,971,952 lines or 10.2 per cent.

For the first 45 weeks of this year the cumulative total is 775,269,691 lines. This is 46,259,322 lines ahead of the same period of last year when the total stood at 729,010,369 lines. Based on cumulative totals 1936 is 6.3 per cent ahead of 1935, setting a new high mark for this year.

Thus far this year, weekly gains have been shown in 42 of the 45 weekly periods. A table, showing the gain or loss over 1935 for each week, follows:

Week Ending	Per Cent Difference
January 4	+ 2.5
January 11	+ 5.4
January 18	+ 6.3
January 25	+ 3.6
February 1	+ 3.2
February 8	+ 1.0
February 15	— 0.8
February 22	— 4.2
February 29	+ 1.9
March 7	+ 3.3
March 14	+ 2.4
March 21	+ 6.1
March 28	+ 3.1
April 4	+ 1.8
April 11	+2.9
April 18	+ 0.1
April 25	+ 4.6
May 2	+ 3.4
May 9	+ 8.3
May 16	+ 7.6
May 23	+ 9.6
May 30	+ 5.9
June 6	+ 7.5
June 13	+ 8.3
June 20	+22.9
June 27	+ 8.9
July 4	+10.2
July 11	+ 9.8
July 18	+ 8.6
July 25	+ 8.5
August 1	+ 7.0
August 8	+13.8
August 15	+ 9.9
August 22	+11.4
August 29	+ 6.2
September 5	+14.8
September 12	— 1.8
September 19	+ 9.7
September 26	+ 6.4
October 3	+ 7.7
October 10	+ 7.5
October 17	+ 9.5
October 24	+10.1
October 31	+10.1
November 7	+10.2

The tabulation appearing on this page shows detailed figures for each of the cities measured. Included are 1933 lineage figures for about 40 of the cities listed. These are included because census figures on dollar volume of retail trade by cities are available for 1933, and current dollar volume for each of these cities may thus be readily approximated.

Index of Retail Activity in 67 Important Markets

Based on total retail advertising volume in all newspapers in each city.

(Copyright, 1936, by Advertising Publications, Inc.)

City	45-Week Period Ended Nov. 11, 1933	45-Week Period Ended Nov. 9, 1935	45-Week Period Ended Nov. 7, 1936	% Gain or Loss 1936 over 1933	% Gain or Loss 1936 over 1935	Week Ended Nov. 9, 1935	Week Ended Nov. 7, 1936	% Gain or Loss
Akron, O.	10,968,087	13,228,800	14,408,820	+31.4	+8.9	354,585	432,229	+21.9
Atlanta, Ga.	.....	13,294,933	14,085,965	....	+5.9	316,232	330,778	+4.6
Birmingham, Ala.	.....	9,901,822	11,128,040	....	+12.4	239,470	216,818	—9.5
Boston, Mass.	15,737,047	17,732,703	18,041,801	+14.6	+1.7	489,558	474,856	—3.0
Bridgeport, Conn.	.....	9,315,888	9,978,032	....	+7.1	165,480	178,164	+7.7
Buffalo, N. Y.	10,679,662	14,448,604	14,846,722	+39.0	+2.8	426,510	454,104	+6.5
Camden, N. J.	3,802,504	3,603,441	3,575,943	—5.9	—0.8	102,216	94,407	—7.6
Cedar Rapids, Ia.	.....	4,024,132	4,354,476	....	+8.2	96,166	101,794	+5.9
Chattanooga, Tenn.	4,641,285	6,451,111	5,816,908	+25.3	—9.8	127,907	120,847	—5.5
Chicago, Ill.	21,186,951	23,874,454	26,445,713	+24.8	+10.8	632,763	775,671	+22.6
Cincinnati, O.	12,873,363	14,048,479	14,536,929	+12.9	+3.5	413,027	408,972	—1.0
Cleveland, O.	12,940,627	15,727,355	17,374,718	+34.3	+10.5	416,440	498,569	+19.7
Dallas, Tex.	13,456,896	16,331,432	17,461,023	+29.8	+6.9	425,832	442,810	+3.9
Dayton, O.	10,686,732	11,569,452	12,008,168	+12.4	+3.8	282,100	405,972	+43.9
Denver, Colo.	7,619,290	8,934,296	8,852,351	+16.2	—0.9	223,832	243,060	+8.6
Des Moines, Ia.	4,880,109	5,566,690	5,559,615	+13.9	—0.1	133,305	193,105	+44.9
Detroit, Mich.	13,555,519	17,729,668	18,762,126	+38.4	+5.8	480,013	550,109	+14.6
Erie, Pa.	.....	6,051,696	6,424,750	....	+6.2	171,192	200,536	+17.1
Evansville, Ind.	7,113,330	10,541,202	11,341,218	+59.4	+7.6	286,734	271,432	—5.3
Fall River, Mass.	.....	2,843,665	3,019,660	....	+6.2	69,977	62,441	—10.8
Flint, Mich.	5,347,257	7,223,986	7,963,580	+48.9	+10.2	180,208	209,566	+16.3
Gary, Ind.	3,315,312	4,536,603	5,404,570	+63.0	+19.1	145,936	140,142	—3.9
Grand Rapids, Mich.	5,675,194	7,526,088	8,200,426	+44.5	+8.9	182,014	228,844	+25.7
Greenville, S. C.	4,027,199	5,315,719	5,308,372	+31.8	—0.1	116,662	127,694	+9.5
Houston, Tex.	9,462,448	11,252,472	12,674,177	+33.9	+12.6	300,426	365,806	+21.8
Indianapolis, Ind.	.....	14,237,041	15,512,763	....	+8.9	326,241	397,704	+21.9
Jersey City, N. J.	.....	1,990,979	2,064,480	....	+3.7	60,083	50,764	—15.5
Kansas City, Kans.	1,585,521	1,938,909	2,172,583	+37.0	+12.1	45,108	88,032	+95.2
Knoxville, Tenn.	5,388,850	7,712,954	8,488,467	+57.5	+10.1	171,892	203,294	+18.3
Little Rock, Ark.	6,332,732	8,011,378	8,173,975	+29.1	+2.0	184,744	215,516	+16.7
Lynn, Mass.	.....	8,731,898	8,765,764	....	+0.4	216,090	224,448	+3.9
Manchester, N. H.	2,475,821	3,073,171	3,038,797	+22.7	—1.1	81,510	78,992	—3.1
Memphis, Tenn.	.....	9,664,592	9,819,492	....	+1.6	279,874	264,866	—5.4
Milwaukee, Wis.	12,279,562	11,546,671	13,375,084	+8.9	+15.8	347,965	474,848	+36.5
Minneapolis, Minn.	11,334,433	12,337,073	13,130,313	+15.8	+6.4	318,668	383,991	+20.5
New Bedford, Mass.	2,362,248	2,740,514	2,819,452	+19.4	+2.9	76,692	90,650	+18.2
New Orleans, La.	.....	15,634,467	17,076,325	....	+9.2	371,829	412,669	+10.9
New York, N. Y.	.....	51,164,886	57,092,187	....	+11.6	1,666,355	1,801,141	+8.1
Brooklyn, N. Y.	.....	6,054,109	6,079,407	....	+0.4	146,613	198,360	+35.3
Norfolk, Va.	.....	8,166,858	8,391,754	....	+2.8	208,012	209,748	+0.8
Oakland, Calif.	.....	6,532,429	6,809,938	....	+4.2	160,857	176,846	+9.9
Oklahoma City, Okla.	.....	9,143,407	9,767,265	....	+6.8	248,150	232,666	—6.2
Peoria, Ill.	.....	9,432,850	9,656,083	....	+2.4	197,155	281,477	+42.8
Philadelphia, Pa.	.....	24,700,696	25,356,464	....	+2.7	745,943	768,625	+3.0
Phoenix, Ariz.	5,658,436	6,298,289	6,465,224	+14.3	+2.7	154,546	168,462	+9.0
Pittsburgh, Pa.	19,950,896	20,395,304	20,381,500	+2.2	—0.1	562,184	574,196	+2.1
Portland, Oreg.	7,545,190	9,098,652	10,741,702	+42.4	+18.1	269,178	334,768	+24.4
Providence, R. I.	10,222,690	11,775,467	11,760,290	+15.0	—0.1	306,382	329,305	+7.5
Richmond, Va.	.....	10,378,186	11,663,538	....	+12.4	259,014	279,580	+7.9
Rochester, N. Y.	12,928,308	15,418,243	16,123,480	+24.7	+4.6	367,830	400,216	+8.8
Rock Island-Moline	5,424,916	6,590,420	7,506,676	+38.4	+13.9	157,402	199,948	+27.0
Sacramento, Calif.	6,016,743	8,446,084	9,013,849	+49.8	+6.7	221,011	221,921	+0.4
San Antonio, Tex.	.....	4,932,363	5,663,384	....	+14.8	152,257	169,204	+11.1
San Diego, Calif.	10,588,985	11,511,336	12,413,150	+17.2	+7.8	286,580	333,424	+16.3
San Francisco, Calif.	.....	12,382,364	13,545,985	....	+9.4	311,774	295,470	—5.2
*Seattle, Wash.	8,653,428	8,709,526	8,712,328	+0.7	....	228,242	210,952	—7.6
South Bend, Ind.	.....	7,241,890	7,788,036	....	+7.4	213,109	245,020	+14.9
Spokane, Wash.	4,578,266	5,816,999	6,416,685	+40.2	+10.3	142,758	166,222	+16.4
St. Louis, Mo.	13,358,705	14,826,025	15,956,885	+19.4	+7.6	362,730	413,055	+13.8
St. Paul, Minn.	.....	10,521,749	11,403,910	....	+8.4	309,791	339,078	+9.5
Syracuse, N. Y.	.....	10,284,975	11,013,667	....	+7.1	254,062	315,168	+24.1
Tacoma, Wash.	.....	4,860,345	5,898,435	....	+21.4	128,352	173,180	+34.9
Tampa, Fla.	4,241,216	5,220,462	4,951,454	+16.7	—5.2	118,384	130,060	+9.9
Toronto, Ont., Can.	17,647,901	19,679,008	18,825,153	+6.7	—4.3	526,716	491,195	—6.8
Washington, D. C.	21,301,395	31,426,637	34,574,249	+62.3	+10.0	827,522	897,386	+8.4
Worcester, Mass.	8,399,888	10,780,447	11,026,333	+31.3	+2.3	258,947	252,133	—2.6
Youngstown, O.	.....	8,526,025	8,259,082	....	—3.1	204,603	204,386	—0.1
Total	.....	729,010,369	775,269,691	....	+6.3	19,255,740	21,227,692	+10.2

*Post-Intelligencer suspended since Aug. 13, 1936.

J. C. Godfrey Publisher of New Quarterly

Chicago, Nov. 12.—Publication of a new quarterly magazine, *Pleasure*, has been announced by J. C. Godfrey, who recently resigned from Fawcett Publications, after four years as Western manager.

The new magazine, to be issued from 360 N. Michigan Avenue, will contain the handiwork of leading authors, artists and photographers. The first issue will appear on newsstands Feb. 1.

Published "Sports Afield"

Mr. Godfrey at one time published *Sports Afield*, later was general sales manager of *College Humor*, then account executive of Crowell-Crane-Williams, Chicago agency. Before joining Fawcett Publications, he was associated with Archer A. King, Inc., representing *The Sportsman*, *Holiday*, *Sunset*, *Motion Picture* and *Movie Classic*.

Register "Twistweave"

Bigelow-Sanford Carpet Co., New York, has been granted registration of "Twistweave" as a trademark for carpet fabric.

LABELS-SEALS

All kinds for packaging, decorations, advertising. Address labels. Striking, practical designs. Write for free samples and prices.

ST. LOUIS STICKER CO.

1912 PINE STREET — ST. LOUIS, MO.

SAN ANTONIO LIGHT

AN INDEPENDENT NEWSPAPER

SAN ANTONIO, TEXAS.

GAINED

¾ of a Million Lines During the First 9 Months of 1936

Retail	3,711,319	Gain—200,421
General	1,890,309	Gain—380,375
Classified	1,452,614	Gain—219,688

Total Advertising 7,656,483

In every department of Advertising, THE LIGHT continues to make great progress.

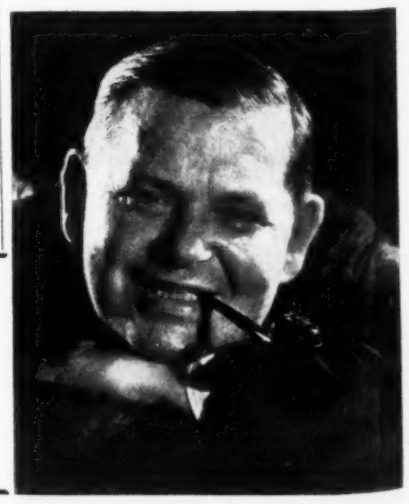
•

FIRST IN ADVERTISING
FIRST IN CIRCULATION

•

Represented nationally by
PAUL BLOCK and ASSOCIATES

STOCK PHOTOS



Ready-to-use Stock Photographs with plenty of SNAP that will REPRODUCE. Any subjects submitted on 10 days approval by mail from the largest file of *quality* photographs. Hundreds of subjects being added to our file every month. The price of each is the standard $10.00. Model releases protect you.

351 E. OHIO STREET, CHICAGO, ILLINOIS. SUPERIOR 6064

SHIGETA-WRIGHT, INC.

DISCOUNT PLAN EXPLAINED BY KRAFT-PHENIX

(*Continued from Page 8*)

should be construed to make unlawful a price discrimination having such effect it would be unconstitutional and void as exceeding the power of Congress to regulate commerce between and among the states.

SECOND SPECIAL DEFENSE: Further answering, and for a second special defense, respondent alleges that the price differentials and discounts specified in Paragraph Four of the complaint have not and in practice will not result in a burden upon or hindrance to interstate commerce nor have they nor will they detrimentally affect interstate commerce; that if said price differentials and price discounts constitute price discriminations within the meaning of Section 2 (a) of said Act of Congress, such discriminations have been and in practice will be in favor of purchasers in the course of interstate commerce and no discriminations have been or will in practice be made between competing purchasers in the course of interstate commerce; that if Section 2 (a) of said Act of Congress is construed by its terms to render unlawful such price differentials and discounts it is unconstitutional and void as exceeding the power of Congress to regulate commerce between and among the states.

THIRD SPECIAL DEFENSE: Further answering, and for a third special defense, respondent alleges that whereas Section 2 (a) of said Act of Congress purports to make unlawful a discrimination in price in the course of interstate commerce where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly in any line of commerce or to injure, prevent or destroy competition with any person who either grants or knowingly receives the benefit of such discrimination or with customers of either of them, yet Section 2 (b) of said Act authorizes the Federal Trade Commission to issue an order to cease and desist from a discrimination in price upon proof of one element only of the purported offense, to wit, discrimination in price; that Sections 2 (a) and 2 (b) of said Act, therefore, in effect prohibit a price discrimination irrespective of its purpose or effect and irrespective of whether it directly affects interstate commerce; hence said sections are unconstitutional and void because they deprive respondent of its property without due process of law contrary to the Fifth Amendment to the Constitution of the United States and because they exceed the power of Congress to regulate commerce between and among the states.

FOURTH SPECIAL DEFENSE: Further answering, and for a fourth special defense, respondent alleges that the Federal Trade Commission has no power to issue a cease and desist order against the respondent upon the basis of the complaint issued herein, for Section 2 (b) of said Act of Congress is unconstitutional and void by purporting to authorize the Commission to issue such an order upon proof only of a discrimination in price irrespective of the purpose or effect of such discrimination and irrespective of whether it directly affects interstate commerce; that there is no reasonable relation between a mere discrimination in price within the terms of the Act and any constitutional object sought to be attained by the enactment of said Act; that Section 2 (b) of said Act accordingly deprives the respondent of its property without due process of law contrary to the Fifth Amendment to the Constitution of the United States, and exceeds the power of Congress to regulate commerce between and among the states.

Denies Public Interest

FIFTH SPECIAL DEFENSE: Further answering, and for a fifth special defense, respondent alleges that the price differentials and discounts referred to in Paragraph Four of the complaint relate solely to the sale of cheese, cheese products, mayonnaise, salad dressing, mayonnaise products, and salad dressing products, which are manufactured by the respondent; that said products are commonly sold in grocery stores and other retail outlets for food products located throughout the United States; that the manufacture and sale of said products is in the nature of a private business which is not dedicated to the public use and is not affected with a public interest; that if Section 2 (a) of said Act of Congress approved June 19, 1936, be construed to render unlawful such price differentials and discounts granted in the course of such business, it would constitute an attempt by Congress to fix or regulate prices of such products and hence would be unconstitutional and void because it would exceed the power of Congress to regulate commerce between and among the states and would deprive respondent of liberty and property without due process of law in violation of the Fifth Amendment to the Constitution of the United States.

Wherefore respondent prays that an order be entered dismissing the above entitled complaint.

Don't Forget

YOU PAY *Anyway*

■ Whether you realize it or not, you pay for good printing, engraving, or ad-setting even if you don't get it . . . You pay for it with the business you FAIL to secure when your advertising doesn't bring the desired results ... **You pay in many other ways not included in the invoice...** Since you must pay anyway, why not insist upon the BEST in the FIRST place—thus saving considerable TIME, TROUBLE and MONEY . . . Years of experience serving important advertising agencies and commercial concerns is at your command when you call FAITHORN. Our COMPLETE SERVICE—everything under ONE roof—is sure to help YOU. Let us demonstrate the value of this service on your next job. Simply phone Wabash 7820.

Exceptionally well fitted to submit ideas, make layouts, prepare sketches and drawings—through every step of production.

For years Marshall Field & Co. has used FAITHORN 3-in-1 complete Service. You, too, can now enjoy its many advantages.

FINEST ENGRAVING
FINEST TYPOGRAPHY
FINEST PRINTING

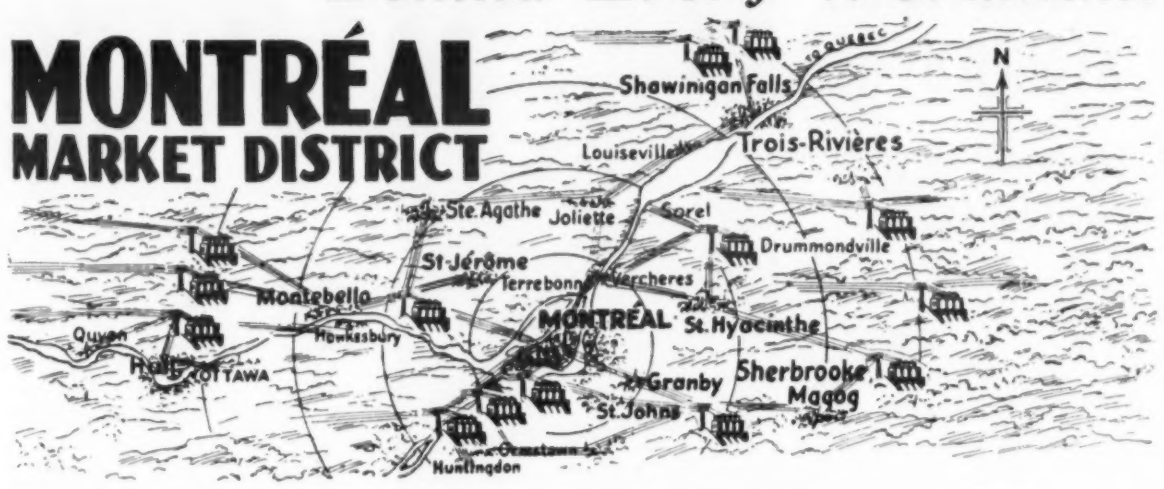
You can use one or all—just as you wish, but all are here, ready to serve you . . . Speed—economy—satisfaction assured.

FAITHORN CORPORATION

Telephone Wabash 7820
504 SHERMAN STREET
CHICAGO

DAY AND NIGHT SERVICE

*5¾ ELECTRICAL Horse Power Behind Every Workman!



Harnesses the Great "White Horses" to Her Industries

BORN a French trading post, at the then farthest navigable point on the St. Lawrence, Montreal owes her present progress industrially and the unbounded promise for the future to the mighty St. Lawrence and the roaring rivers that discharge their waters into it with almost unlimited power possibilities.

Not only Montreal but all the industrial cities and towns in the Montreal Market District give credit for their development to the falling waters which are converted into power on level after level.

Here, indeed, is POWER in abundance—the "White Horses" that, harnessed and serving city after city over a network of transmission lines, multiply man's productivity. And only a fraction of the potential hydro-electric energy has yet been developed.

1934—	H.P.	Population
United States	16,075,000	126,425,000
Canada	7,547,000	10,824,000
Montreal Market District.	2,810,970	1,996,255

**Provincial Statistics show 1 Wage Earner to every 4.1 people.*

With 2,810,970 horsepower to serve nearly TWO MILLION people, the Montreal Market District has the greatest volume of energy per capita in the world.

The vast resources of timber have been translated into pulp and paper for world markets because power was immediately available. Forests bordering on swift running waters—here, indeed, was a combination to create wealth for the people and employment for thousands!

Mining operations on a large scale would not be economically possible without the harnessing of the "White Horses" to the nearby mineral wealth, providing employment for executives, skilled and unskilled workers. Whole areas have been opened up, which must have lain dormant without power, and mining development is only at its beginning.

MONTREAL Market District 1,996,255 — 72.8% FRENCH

Montreal and the District Cities lead in the production of Textiles, Iron and Steel, Chemicals, Knitted Wear, Rubber Goods and many other products, because here are available in abundance the essentials, *labour* and *power*. A busy industrial population on salary, payroll and wages, creates a market for the products it needs and is so ready to buy.

And there you have the chain—people—abundant power—busy factories—prosperity—comfortable homes—purchasing ability.

The Montreal Market District is a rich, concentrated market of nearly TWO MILLION people—72.8% of whom are FRENCH. It is a market well worth cultivating to the full. It responds excellently to intelligent sales effort and organization, backed by adequate advertising in the language most of the people speak, think, read and buy . . . FRENCH.

Obviously, there is *NO Overflow Advertising* from the United States or anywhere else that reaches the 1,454,380 FRENCH.

The facts presented here have been gathered by the Montreal La Presse, in the interest of manufacturers and others who desire to develop trade possibilities in Canada.

For further information address the Business Manager, La Presse, Montreal or William J. Morton Co., Chicago Office: 410 N. Michigan Ave. New York Office: 200 Fifth Ave. S. L. Rees, 213 Metropolitan Bldg., Toronto, Ont.
The Clougher Corporation, Ltd., 26 Craven St., London, W.C.2.

YOU MAY BE STRONG ENOUGH IN ONE LANGUAGE, HOW ABOUT THE OTHER?

MODEL DISPLAY OF TELEVISION STAGED BY RCA

Say Commercial Production Still Far Away

New York, Nov. 12.—Despite the perfection of a demonstration of television arranged for the press Nov. 6 by the National Broadcasting Company, the new art will not be offered the public in the near future, according to spokesmen for NBC and Philco Radio and Television Corporation, Philadelphia, leading rivals in the television race.

Engineers engaged in the television experiments for the Radio Corporation of America, manufacturer of the transmitting and receiving apparatus used in the demonstration, said that tests necessary before the production of a commercial receiver could be considered will require from 12 to 18 months. Other problems are the development of equipment for transmitting, of program service and of a sound economic base.

About 200 hundred guests invited to the demonstration were ushered into a darkened room against one wall of which were ranged 15 latest model television receivers, having a screen 7½ by 12 inches. The program, an hour in length, was called the first complete telecast planned for entertainment value.

The show was opened by two girls, who pulled aside the studio curtains to reveal Betty Goodwin, the announcer. She introduced Lenox R. Lohr, president of NBC, and David Sarnoff, president of RCA, who welcomed the guests and described the progress being made.

Lohr, Sarnoff Hosts

They were followed by a newsreel and several singing, dancing and humorous acts. All subjects registered clearly and in satisfactory detail to those close to the screen. The show ended with a filmed tour of the studio where the program originated.

Image transmission was on 49.75 megacycles and the accompanying sound was broadcast simultaneously on the 52-megacycle channel. The range of image reception with present equipment is from 30 to 45 miles, the distance having been recently increased by moving the transmitter to the highest point available in the city, the top of Empire State Bldg.

With present equipment the range is defined "limited to the horizon." While this limitation may not be permanent, it appears that the range will be so short that many re-telecasting stations will be necessary to cover even the thickly-populated sections of the country. The cost of this equipment presents a serious financial problem.

RCA has manufactured approximately 100 of the receivers used for the demonstration. They cannot be purchased and their use is restricted to executives and engineers of RCA and NBC. The latest phase of experimentation has involved the telecasting of an average of five, one-hour programs a week.

PEEK AT TELEVISION

This set was unveiled at a test television demonstration before 200 guests in New York last week by RCA.

WAVE WAVES A WAVING WAND!

Some of the results WAVE advertisers have been getting lately are nothing short of phenomenal—and if you're planning any programs in this area, *we ask only that you investigate them* . . . It's NOT magic, of course—it's the effect of using a station that carries the *best* of both Red and Blue Networks—to an audience *concentrated* in Kentucky's only big urban market.

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Going Going GONE!

If the auctioneer could weave the spell of his persuasive patter over a larger audience, he would make more sales. But—excellent as his showmanship may be, he lacks the power to appeal to many people at a time.

Here at WSM we combine the persuasion of showmanship and the potency of power. *We reach, and sell the fastest growing market in the nation.* How about selling it your product?

National Representatives, Edward Petry & Co., Inc.

WSM SHOWMANSHIP AND POWER 50,000 WATTS

NASHVILLE, TENN.

Owned and operated by The National Life & Accident Insurance Co., Inc.

The Advertising Market Place

The rates for this department are as follows:
"Help Wanted" and "Situations Wanted," 30 cents a line, minimum charges $1.
All other classifications (single insertion rates): ½ inch, $2.75; 1 to 3 in., per in., $4.75; 4 to 6 in., per in., $4.50; 7 to 9 in., per in., $4.25; 10 to 12 in., per in., $4.00; 13 to 15 in., per in., $3.75. Write for discounts on term contracts.

HELP WANTED

Photo Engraving Salesman—experienced, with active accts., comm. and salary. Mr. Freeman, The Hawtin Company—19 So. Wells St., Chicago.

POSITIONS WANTED

Want opportunity in research, creative or prod. end of adv. or sls. prom. Honor grad. N. U. Training in Adv. 7 yr. bus. exp. incl. 3 yrs. contacting dirs., whlrs. & mfrs. Energetic, thorough, ideaful. Age 24. Excl. refs. Desire interview now to prove fitness for your present or future needs.
Box 903, ADVERTISING AGE, Chicago

Capable man with actual sales experience, to write complete high quality, correspondence training course in salesmanship.
Box 905, ADVERTISING AGE, Chicago

ATTENTION ADVERTISERS
Young man—age 26—six years' exp. in research, copy, layout and prod. desires pos. with agency or adv. dept.; two years college. Honest, diligent and neat. Willing to go anywhere.
Box 908, ADVERTISING AGE, Chicago

MISCELLANEOUS

WHAT, NO CUTS?
Exactly!! No expensive typesetting either! That's Laurel's newest process for you! Looks great—costs little. Reproduces all sorts of illustrated advertising literature, sales letters, bulletins, diagrams, pictures, etc. All sizes available.
500 copies (8½x11") $2.63
Additional hundred copies 22c
Send for samples
LAUREL PROCESS, 480 Canal St., N. Y

PHOTO POST CARDS
The kind that build good-will and bring you business. Don't fail to investigate this new form of Successful Selling announcement and follow-up. Write for Samples and Prices.
Graphic Arts Photo Service
3rd & Market Sts., Hamilton, O.

Your sales message in The Advertising Market Place will reach more advertising people than you can hope for through any other paper. Interested buyers habitually seek here for the goods and services they want. Tell them what you have to offer.

RADIO FAILS AND SUCCEEDS FOR INSURANCE

Chicago, Nov. 13.—The pros and cons of radio advertising were presented at the annual meeting of the Life Advertisers Association here today when C. S. Rathbone, agency secretary, Occidental Life Insurance Company, Los Angeles, paid an enthusiastic tribute to radio as a medium for insurance promotion, while Karl Ljung, Jefferson Standard Life Insurance Company, Greensboro, N. C., was just as pessimistic about its value.

Occidental, Mr. Rathbone explained, selected a dramatic program because those who listen to this type of program at all listen attentively. The program, "Winning the West," was designed to appeal to the pride and interest of Westerners, while it gave the company a logical excuse for discussing its own inception and growth.

Commercial Is Deferred

The company also decided against any commercial until the interest of its audience had been won.

"Whether we were first to begin programs without a commercial announcement is of little moment," commented Mr. Rathbone, "but it is important to note that our reasoning was sound and that many of the better programs have discarded commercials at the opening of the period on the air."

The Occidental program was launched by one of the first agency meetings ever held on the air. A door opener was prepared in the form of a budget book, each request being filled by the field force with a personal delivery. The company found, however, that salesmen were unable to keep up with inquiries and that calls were not resulting in a satisfactory volume of business.

It shifted emphasis from the budget book to life insurance, with the result that the number of inquiries was reduced but percentage of sales was substantially increased. Mr. Rathbone asserted that about 40 per cent of current inquiries result in business.

The Southern insurance man expressed doubt that radio can be used successfully in the sale of insurance.

"We can create a certain amount of good will through radio," he said, "if we put on a program which will hold the attention of the listener. But for the average company, where is the program?

Question of Program

"If we attempt to appeal to high income groups with a high quality program, we limit our audience in two ways. This type of program probably does not appeal to the average listener and there are plenty of these high income fellows who never turn on their radios at all.

"Besides, the average agent cannot limit his prospecting to high income groups. He must and does go after the $1,000 and $2,000 prospects, no matter how much we discourage the writing of low average size cases."

Mr. Ljung asserted that the great majority of material projected through the loud speaker appeals to young age groups, while most insurance is sold to men above 30.

"The Jefferson Standard has had opportunities to experiment with various types of programs," he concluded, "but when we did sponsor something, apparently it did not make much difference whether we were on the air or not."

Alka-Seltzer Renews "Uncle Ezra" Nov. 16

New York, Nov. 13.—Smith Bros. Cough Drops and Syrups will be the products presented in a new program to be heard Sundays at 1:30-2 p. m., EST, over the NBC-Red network. Brown & Tarcher, Inc., New York, is the agency.

On November 16, Miles Laboratories, Inc., will renew their "Uncle Ezra" thrice-weekly series over an NBC-Red network. The program will be heard Mondays, Wednesdays and Fridays at 7:15-7:30 p. m., EST. The product is Alka-Seltzer, the agency, Wade Advertising Agency, Chicago.

Corn Products Refining Company, New York, maker of Karo and Linit, will start a "Musical Reveries" program on Nov. 16, which will be heard Monday, Wednesday and Friday at 1-1:15 p. m., EST. WABC and 22 stations of the Columbia network will be used. The agency is E. W. Hellwig Company, New York.

United Sales Now Belnap & Thompson

United Sales and Service Co., Chicago, has changed its name to Belnap and Thompson, Inc.

The company specializes in selling programs for salesmen, supported by direct mail.

MBS Political Program Sales Total $105,000

New York, Nov. 5.—Father Coughlin, who has announced his retirement from radio broadcasting, spent more money for time on Mutual Broadcasting System during the election period than any other single sponsor, a tabulation released by the network this week shows.

The Detroit radio priest bought only four hours, less than half of the 8½ hours devoted to programs sponsored by the Democratic National Committee, but his bill was $37,231.75, while the bill of the Democratic National Committee was slightly less, $36,242.20.

The Republican National Committee paid $5,186.83 for 1½ hours, and the National Jeffersonian Democrats, using fewer outlets, paid $2,448.67 for the same length of time.

The New York State Democratic Committee came through manfully, using 7 hours at a cost of $14,609.30, the Independent Veterans paid $1,113 for one-half hour, and the Crusaders purchased 2¾ hours at a cost of $8,210.83.

The total for all parties, Mutual says, was 25½ hours and $105,042.58. The period covered by the tabulation is from Aug. 19 to Nov. 3, inclusive.

Start Medford Station

Work has been started on a broadcasting station at Medford, Mass., for the Edison Co. It has been leased by Columbia Broadcasting System. Construction cost is estimated at $100,000.

Stege to Liberty

George R. Stege, Jr., has joined the Western advertising staff of *Liberty*, New York, and will have headquarters in the Chicago office.

Member Station
Columbia Broadcasting System

IN NASHVILLE WLAC 5,000 WATTS
J. T. WARD President

Paul H. Raymer Co.,
National Representatives

"COVERS THE NATION'S BREAD BASKET"

WOW
OMAHA
590 Kilo 5000 Watts
John Gillin Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

'COPY CZAR,' SELF REGULATION ARE ASKED OF MEDIA

(*Continued from Page* 1)

it doesn't seem to me that they are being corrected. I am not talking about advertising economics, but about advertising ethics.

"Personally I believe that for every criticising consumer who believes that advertising adds to the cost of the goods he buys, there are a thousand who are offended by it, or who just don't believe it, or who think it is in bad taste. And heaven help all of us when any appreciable portion of the public says 'pooh, pooh' to advertising."

Approaching a Real Danger

"I think we may be approaching such a situation," Mr. Peabody continued. "I think the entire structure of advertising is in danger. We have real need now for better selling. And perhaps the emphasis shouldn't be so much on selling *more* as on selling *more constructively*.

"There is still too much exaggeration in advertising. There is still too much questionable taste in advertising."

Nudes on Parade

Determining the line between bad taste and good, and exaggeration and reasonable "trade puffing" is a difficult one, and for that very reason abuses become progressive, Mr. Peabody declared. One food manufacturer, he said, discovers a valuable ingredient to add to his product and advertises it successfully, whereupon 10 other advertisers "burst into print with their own magic ingredients, either questionable or imaginary, and they high pressure the public on the value and vital necessity of their products to the public health. Enough of this and the public gags, and we have a law requiring the listing of all ingredients on the label."

Or an advertiser of towels seeks to tell his story in natural and striking situations, and uses color photographs of nudes "as delicately, inoffensively and beautifully handled as anyone could wish. But straightway a whole succession of other advertisers retain other photographers and artists and agreeable models, and the nudes go tumbling through the pages of our family magazines like acrobats—nudes descending stairs, nudes sitting on chairs, nudes emerging like Venus from bath tub foam, nudes in April as well as bathroom showers.

"I hint at only a few," Mr. Peabody said. "There are many others. These advertisers sell goods and prosper, but they do so, I am convinced, because of sheer volume of advertising rather than because of copy slants."

The public is bound to turn against this type of advertising, he said, but unfortunately advertisers are likely not to know it until they have turned. A solution must be found, and that quickly, he intimated.

A Job for Publishers

"Organized advertisers themselves can't do it," Mr. Peabody contended. If advertisers A, B, C and D waited on advertiser X and told him he ought to quit intimating that his product would make any girl a social sensation over night, he would tell them to stick to their own knitting —or worse.

"Agents can't do it. They have to hold accounts. That isn't meant unkindly; it's just one of the realities of the business.

"Publishers and other media could do it, and in the long run must do it, if it is to be done. They are the bottle necks of the situation. It appears to be impossible to stop questionable advertising at the source, so it must be done at the outlet.

Strong Organization Required

"Radio has done it there, and has done a pretty good job of it. We all scream bloody murder at the thought of pre-censorship of magazine and newspaper copy, yet we submit to it in radio.

"Individual magazines and newspapers do, of course, exercise censorship of a sort, in varying degrees. But a great deal of objectionable stuff slips through this net for the obvious reason that any one publication which exercised censorship materially more rigid than its competition would soon be out of business. So it isn't fair to ask one publication or small group of publications to do the job for us alone.

"This then is the heart of the problem—how to give media protection and backing in performing this essential service to advertising.

"Here is the germ of an idea which I think is worth thinking about and playing with. I believe that all of us will admit that the Audit Bureau of Circulations is the greatest protective agency in advertising. The symbol A.B.C. means something on a rate card.

Asks Copy Czar

"Here then is a symbol voluntarily dopted by the medium, and backed y the advertiser and his agent. 'an't that same set-up be adopted by ll three factors in the equally imortant matter of advertising ethics?

"Can't magazines and newspapers, either through their present associations or newly-formed ones, formulate in conjunction with advertisers and agents, a simple code of advertising ethics? Won't they then agree to appoint an arbiter or czar whose word shall be final in interpreting the code? Wouldn't it be logical as well as legal for such an association to expel from membership any publication refusing to respect the ruling of the arbiter?

"I am sure that the majority of constructive advertisers and agents would support such a procedure. And if eight or ten of each, placing large volumes of advertising, cooperated fully, I imagine the going might be pretty tough for a publication which, by running forbidden advertising, lost the privilege of displaying in its promotion the symbol of truth, good taste and fairness in advertising.

Self-Regulation Essential

"I can think of difficulties and objections, and so can you. But I am sure that some plan of this sort can be made to work if we want it to work, because the principle is the sound one of voluntary self-regulation by media backed by very concrete and effective support by buyers."

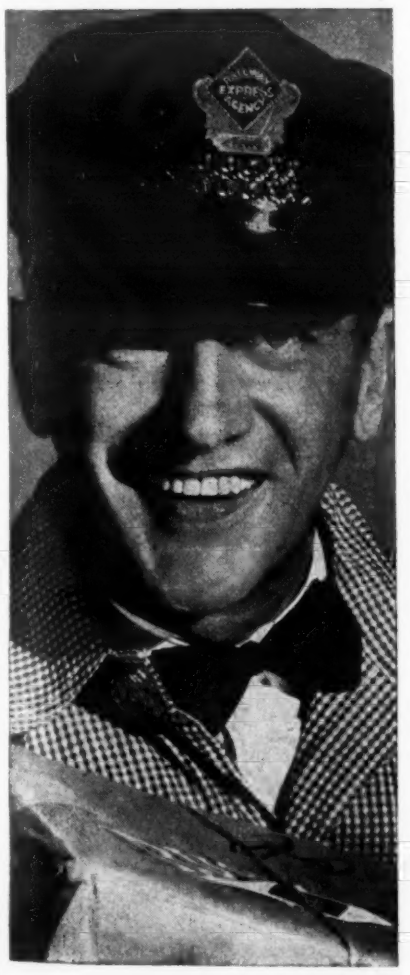
No one knows—possibly not the administration itself—what political developments lie ahead, Mr. Peabody declared, but it is certain that advertising will be more in the limelight than ever before, and that it will have to work quickly and intelligently to avert the possibility "of the greatest squeeze play ever pulled on a valid and constructive business force."

One thing for which the administration clearly stands is a strong social consciousness, and it seems reasonable to assume that "backed by the clearest public mandate in years, the government, its bureaus and agencies, the states and cities, and last but most important the independent consumer organizations, will march ahead on the road marked so well," he said.

New Food Act Sure

Several specific threats face advertising, Mr. Peabody declared. The most imminent and most tangible is a new pure food and drug act. Such an act "is a certainty," he said. "Whether it will be more stringent than the Copeland bill which died in the hectic rush of the 1936 adjournment, no one can say. My guess is that it will be more severe—that its real behind-the-scenes sponsors, sensing the feeling of the public about measures designed for its protection, are right now strengthening the bill to their purposes."

At the gun— we're set to *GO!*



Being America's specialist in dead-line deliveries, Railway Express is on its mettle when an advertiser phones for a pick-up truck. Electros? Mats? Stereos? Printed matter? What have you? A closing date to be kept? At the gun Railway Express is set to go. • Then it's top speed all the way. Railway Express picks up the shipment on the run, forwards it at express train speed, delivers it promptly anywhere, to anybody. And with our Air Express on call — 2500 miles overnight — shippers have the continent under their thumb. As for sureness, that's made doubly sure by two receipts — **one to you** on pick-up, **another to us** on delivery. • For service or information merely telephone the nearest Railway Express office.

RAILWAY EXPRESS AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

UNIVERSAL ADVERTISING CORP.

FOR SALE!

This Space at 10¢ a day

•

Now you can tell your advertising story at Point of Purchase for only 10¢ per day per panel. Each panel measures 4 x 8 feet.

•

A 3-sheet poster showing, built to your order by Universal, can be placed where you need it for concentrated effort. Copy may be changed weekly, monthly or as often as you wish.

•

Cooperate with your retailers or dealers, they will benefit most by neighborhood advertising.

UNIVERSAL ADVERTISING CORP.
444 Madison Ave., N. Y.
NATION-WIDE THREE-SHEET POSTER SERVICE

COLOR PAGES IN THE CHICAGO TRIBUNE

again increase sales of NORGE HOME APPLIANCES to a New Peak Record

NORGE DIVISION
BORG-WARNER CORPORATION
DETROIT, MICHIGAN

Mr. A. B. Olsen
THE CHICAGO TRIBUNE
Chicago, Illinois

August 26th, 1936

Dear Mr. Olsen:

In reviewing the sales increases of Norge Rollator Refrigerators, Concentrator Gas Ranges, Autobuilt Washers, and Duotrol Ironers, particularly in Chicago and the surrounding territory, I welcome the opportunity to express my appreciation of the gratifying reaction we have had from our color advertising in THE CHICAGO TRIBUNE.

We have always depended on newspapers to carry the major part of our advertising. We used THE CHICAGO TRIBUNE as the backbone of our newspaper effort in the Chicago area. To date this year, in cooperation with our distributor, the Sampson Electric Company, we have run fifteen color pages in THE CHICAGO TRIBUNE. This expenditure in the TRIBUNE exceeds that of any other newspaper in the United States.

The powerful effect of THE CHICAGO TRIBUNE advertising has not only resulted in a marked sales increase in the Chicago territory, but it has definitely stimulated sharp sales increases throughout the entire north central states area.

Norge has risen from seventeenth place, in 1929, to one of the leaders in the refrigeration industry. This year of 1936 will be a record-breaking one, not only for the sales of Rollator Refrigeration, but also for Norge Concentrator Gas Ranges, Autobuilt Washers, Duotrol Ironers, and Norge heating equipment. Norge percentage of sales increase this year is appreciably ahead of that of the refrigeration industry as a whole.

I want to congratulate THE CHICAGO TRIBUNE on both the thoroughness and the extent of its coverage, and also on the high degree of reader interest and reader confidence it enjoys.

Yours very truly,
Howard E. Blood
Howard E. Blood
President

Rollator refrigeration

NORGE ADVERTISING IN THE CHICAGO TRIBUNE

YEAR	LINAGE
1930	3,790
1931	14,705
1932	11,155
1933	16,150
1934	30,443
1935	39,222
1936 (10 mos.)	45,220

38 COLOR PAGES

To date Norge has used 38 pages of newsprint color advertising in the Chicago Daily and Sunday Tribune. This dominating campaign, which has built gain on gain for Norge, cost

ONLY 14c PER TRIBUNE FAMILY

THE NORGE LINE includes refrigerators, ranges, washers, ironers, and heating equipment. It is sold to customers in all income and occupational levels.

As the backbone of its advertising campaign in Chicago, Norge uses *newsprint color pages in the Chicago Tribune, daily and Sunday.*

Mr. Blood's letter gives the testimony of an advertiser who, from seven years of selling in this market, has first-hand knowledge of Chicago's buying power and the means by which this buying power may be converted into volume sales.

Through newsprint color in the Tribune, Norge has been able to build a strong dealer organization. Salesmen get quicker audiences and close more sales. Norge gets its story over not only to more housewives in the Chicago market than can be reached through any other publication, but with greater effectiveness and economy.

The Tribune is the only Chicago newspaper which has majority coverage of metropolitan Chicago.

And as Mr. Blood states: "The powerful effect of the Chicago Tribune advertising has not only resulted in a marked sales increase in the Chicago territory, but it has definitely stimulated sharp sales increases throughout the entire north central states area."

The experience of Norge confirms that of general advertisers and retailers as a group, who place more advertising in the Tribune than in any other Chicago newspaper.

At one of the lowest rates per 100,000 circulation in the publishing field, advertising concentrated in the Tribune can help you get the sales volume which this market is ready to yield.

Ask your advertising counsel—or a Tribune representative—to give you specific details of the opportunities now awaiting aggressive action in this market.

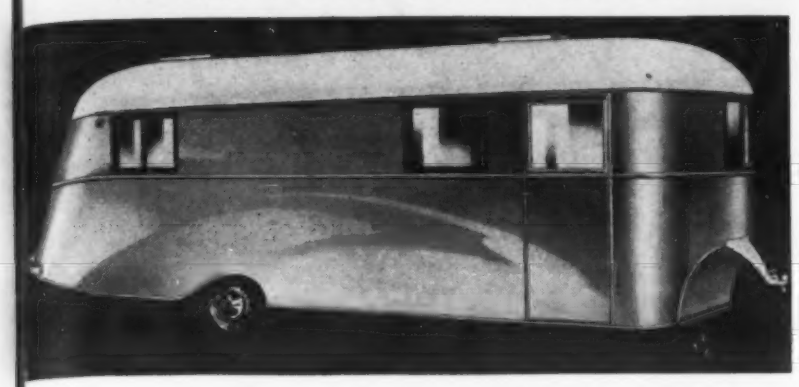
Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total daily circulation in excess of 800,000
Total Sunday circulation in excess of 1,000,000

PHOTOGRAPHIC REVIEW OF THE WEEK

TRAILERS DISPLAYED AT AUTO SHOW



This roomy model trailer was displayed at the New York automobile show opened Nov. 11, product of Silver Dome, Inc., Detroit. Trailers were prominent at the show. (Story on Page 49.)

GORHAM BOWS TO NEW MONARCH

One of two itinerant displays being circulated by Gorham Company, Providence, in behalf of King Edward, new sterling pattern, acceptance of which has been stimulated by the approaching ceremony in England.

MANY A GLASS IN GENERAL MILLS CUP

For the best job of building professional baseball game attendance during the 1936 season, General Mills, Inc., presented this cup to Station WCAU, Philadelphia, with William Dyer, announcer, getting a smaller trophy.

1937 PONTIAC STORY TOLD IN NEW FILM

Depicting production of the 1937 Pontiac line from initial drawing to the finished product, this is the opening scene of a film to be used by Pontiac dealers next year. H. J. Klingler, Pontiac president, is shown back of the desk with other plant executives grouped about.

TENTH BIRTHDAY

This silver paper weight was given each guest at the New York party last week marking NBC's tenth anniversary. (Story on Page 50.)

FOAM FOR CLEANING

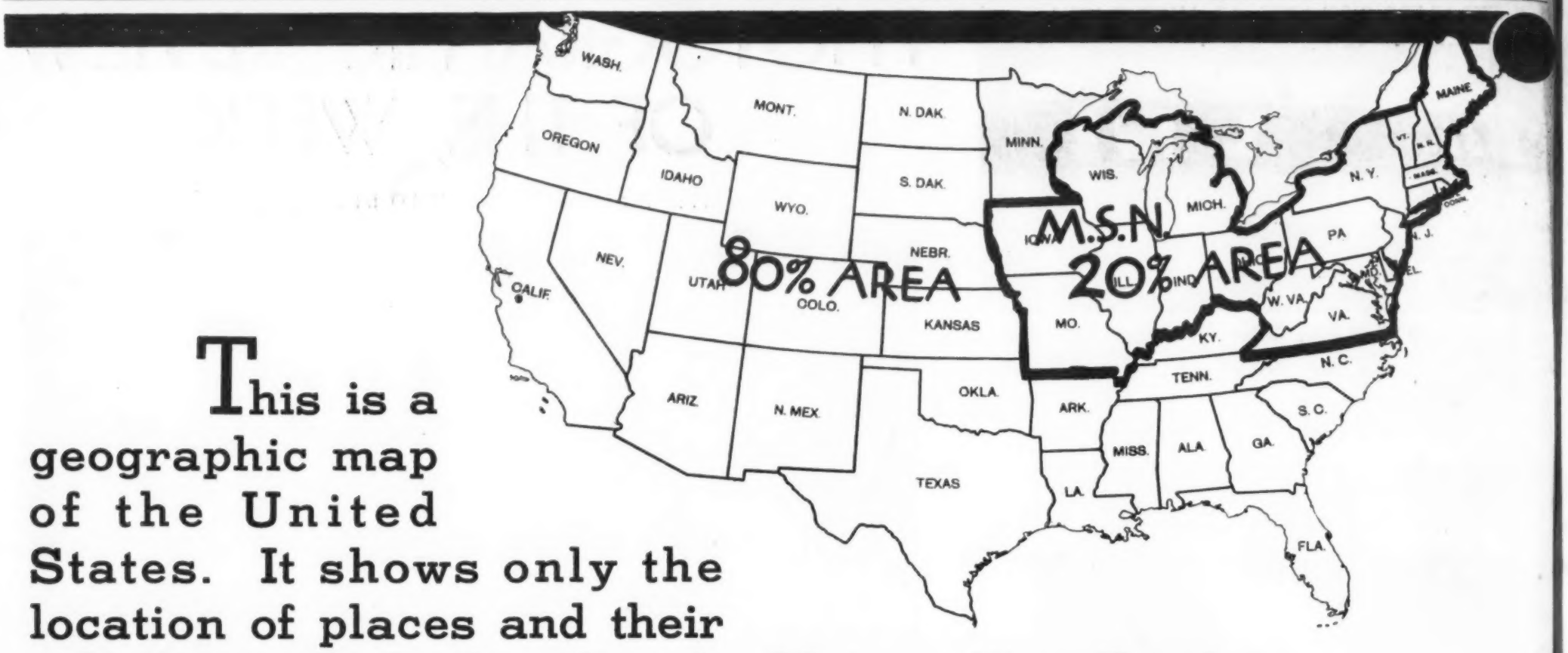
Adjunct of Dorman cleaner, this new "gun" makes foam of the liquid to energize cleaning of walls and carpets.

GERMAN ADVERTISERS EXHIBIT

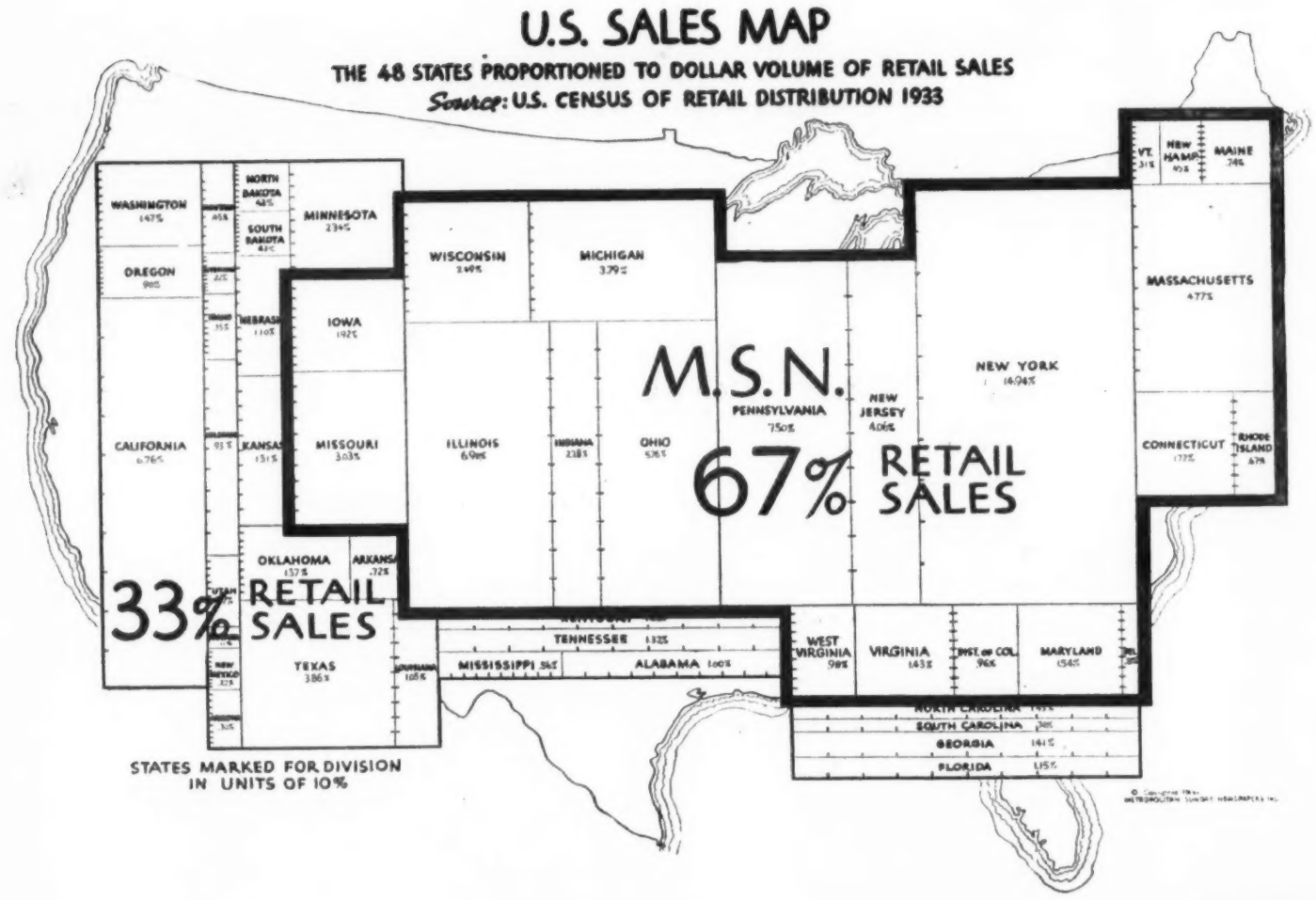
With modernistic lines, this is part of "Die Deutsche Werbung," recently held at Essen, with all German advertising joining to display the many tasks advertising can perform.

"THE TORCH" IS LIGHTED IN MILWAUKEE

With camera illustrations playing a prominent part, The Milwaukee Advertising Club dedicated the second edition of its annual publication, "The Torch" to the "Truth-in-Advertising" silver anniversary.



This is a geographic map of the United States. It shows only the location of places and their relative area. It identifies the Metropolitan Sunday Newspapers' Area as 20% of the United States total, located in the Northeastern part of the United States.


U.S. SALES MAP
THE 48 STATES PROPORTIONED TO DOLLAR VOLUME OF RETAIL SALES
Source: U.S. CENSUS OF RETAIL DISTRIBUTION 1933
M.S.N.
67% RETAIL SALES
33% RETAIL SALES
STATES MARKED FOR DIVISION IN UNITS OF 10%

BUT this is a **SALES MAP** of the United States. It shows importance from a Retail Sales point of view. Enough said.

Metropolitan Gravure Comics Color weekly

*Additional or alternate papers

•*Baltimore* SUN-*Boston* GLOBE-*Buffalo* TIMES-*Philadelphia* INQUIRER
Chicago TRIBUNE-*Detroit* NEWS-*New York* NEWS-*Pittsburgh* PRESS
Cleveland PLAIN DEALER-*St. Louis* GLOBE-DEMOCRAT-*Washington* STAR

•*Boston* HERALD-*Buffalo* COURIER-EXPRESS
Detroit FREE PRESS-*New York* HERALD TRIBUNE
St. Louis POST-DISPATCH-*Washington* POST

METROPOLITAN SUNDAY NEWSPAPERS, INC.
NEW YORK - CHICAGO

THE LARGEST CIRCULATION IN THE WORLD—FROM 6½ TO MORE THAN 8 MILLION FAMILIES